

LIFE

TRUMAN'S INSIDE
STORY OF POTSDAM

AMERICA'S ARTS AND SKILLS
ROMANTIC DECADES

PRINCESS IRA
WEDDING OF YEAR
IN VENETIAN SPLENDOR



20 CENTS

OCTOBER 17, 1955

together. — you'll be proud of your

Community

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WHITE ORCHID*

MORNING STAR*

SOUTH SEAS*

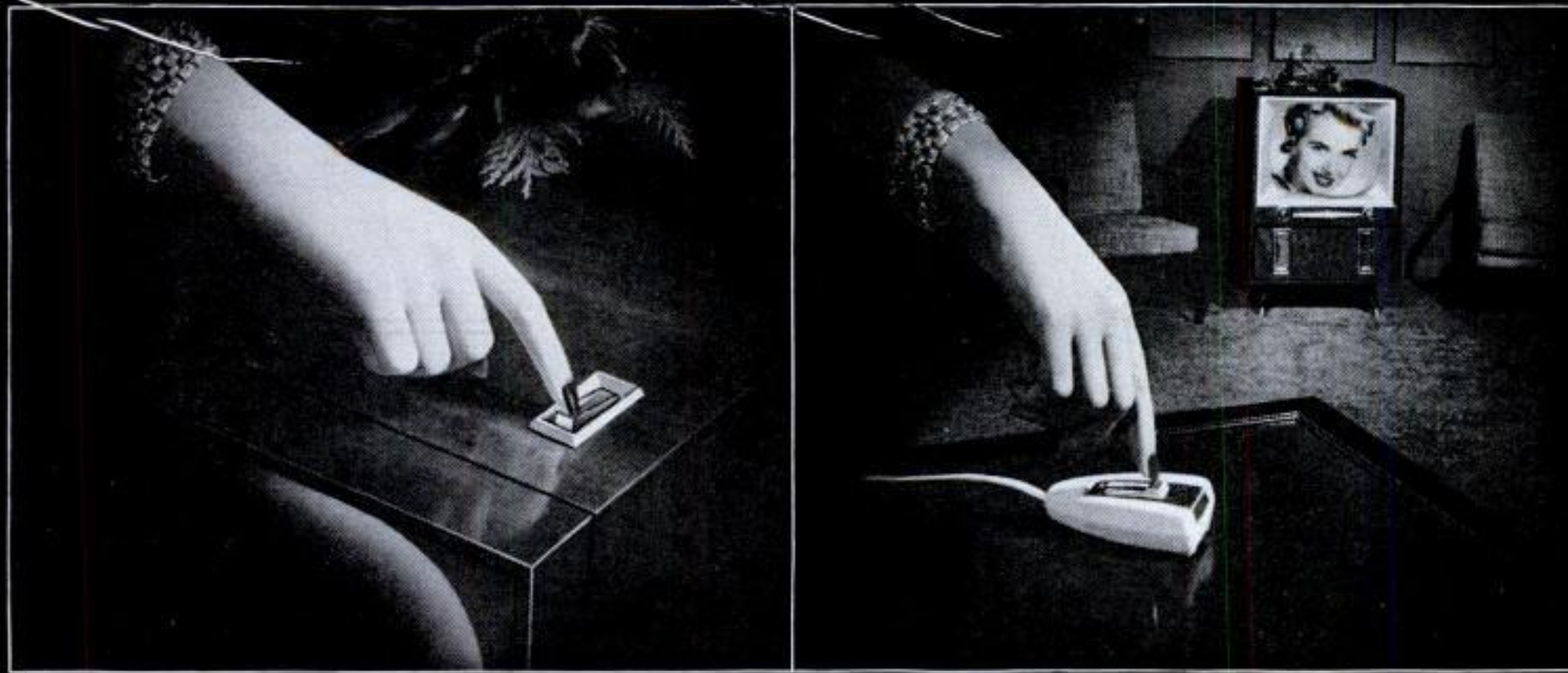
EVENING STAR*

CORONATION*

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At the set or by Remote Control . . .

Stations change Automatically!



PHILCO *Top Touch Tuning*

Just a touch! There's your station . . . Photo-Perfect

The amazing Philco Top Touch Tuning System is *up top* and *up front* where it's easiest to reach. A touch turns the set on. A touch changes stations. A touch turns it off. It's all automatic—and only Philco has it! And for just \$10 Philco gives you Remote Control. You can operate your new Philco from across the room. Touch the control and change stations without ever moving from your chair. Equally exciting is the new Philco Photo-Perfect picture . . . a miracle of pinpoint clarity, vivid life-like realism.

The Philco "Miss America" Console in Blond or Mahogany. 24-inch Photo-Perfect picture. Automatic Top Touch Tuning. Philco 6126.

PHILCO

Famous for Quality the World Over

Prices and specifications subject to change without notice



Wedding of the year

A storybook romance between a real prince and princess ends with a royal wedding and all of Venice turns out for it in style.



NEWLYWEDS IN VENICE

Nation beams on Brooklyn bliss 38

The heartland of a nation full of Dodger rooters goes berserk with joy as a country boy pitches his team to its first World Series victory.



BROOKLYN JUBILATION

Yankee clippers, safety pins 98

Part V of "America's Arts and Skills" describes energetic pre-Civil War decades of romanticism in art, invention for the home, speed on the seas.



YANKEE CLIPPER, 1854

Inside view of cold war start 174

In Part IV of his Memoirs, former President Truman tells how, as a principal at Potsdam, he saw that Russia was "not in earnest about peace."



POTSDAM PREPARATION

A great start for Broadway 161

Not in years has a theatrical season started like this one—out of five plays that opened in seven days, four have great distinction.



A HUG FOR A NEW STAR

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A smart parole officer takes advantage of a bold, new California system in a daring effort to save an "incurable" who broke all the rules.



DESPONDENT PAROLEE

COVER

Princess Ira Fürstenberg, in bridal gown, floats down the Grand Canal in Venice to a wedding with a prince (see pp. 202-205)

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How to avoid dry, unruly "gorilla hair"



A favorite of TV fans, ace sportscaster Bud Palmer is a fan himself . . . for new Vitalis with V-7.

New greaseless way to keep your hair neat all day

Hunting for a greaseless hair tonic?

New Vitalis tames hair with V-7, the unique grooming discovery that's not a mineral, vegetable or animal oil. You can use it every day—yet never have an over-slick, plastered-down look.

What's more, Vitalis protects your hair and scalp handsomely from annoying dryness. And tests show it kills on contact germs many doctors associate with infectious dandruff.

Try new Vitalis with V-7. You will like it.
(And so will your mate.)

NEW VITALIS

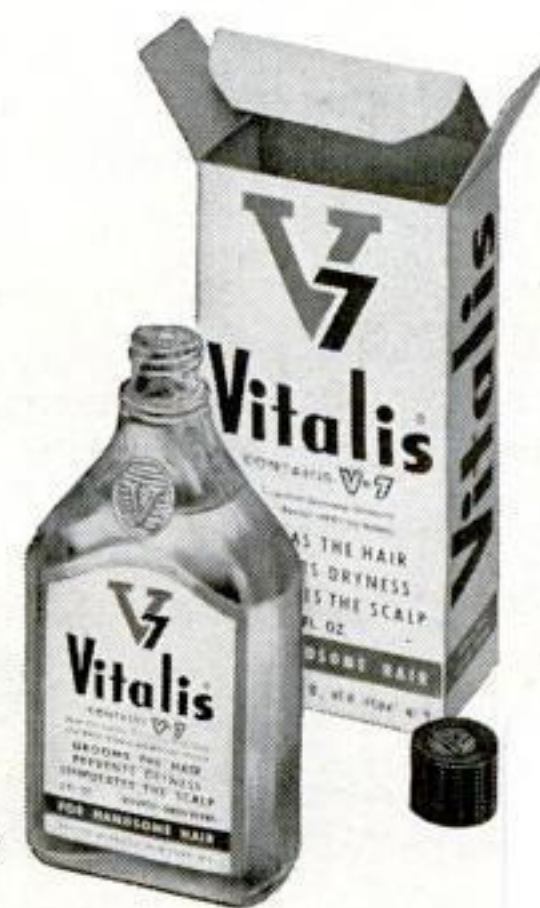


MESSY OILS



"TISSUE TEST" PROVES GREASELESS VITALIS OUTDATES MESSY OILS. In an independent testing laboratory, Vitalis and leading cream and oil tonics were applied in the normal way. Hair was combed and then wiped with cleansing tissue. Unretouched photographs above show the difference in results!

ANOTHER FINE PRODUCT OF BRISTOL-MYERS



NEW
Vitalis®
Hair Tonic
WITH V-7®

This One

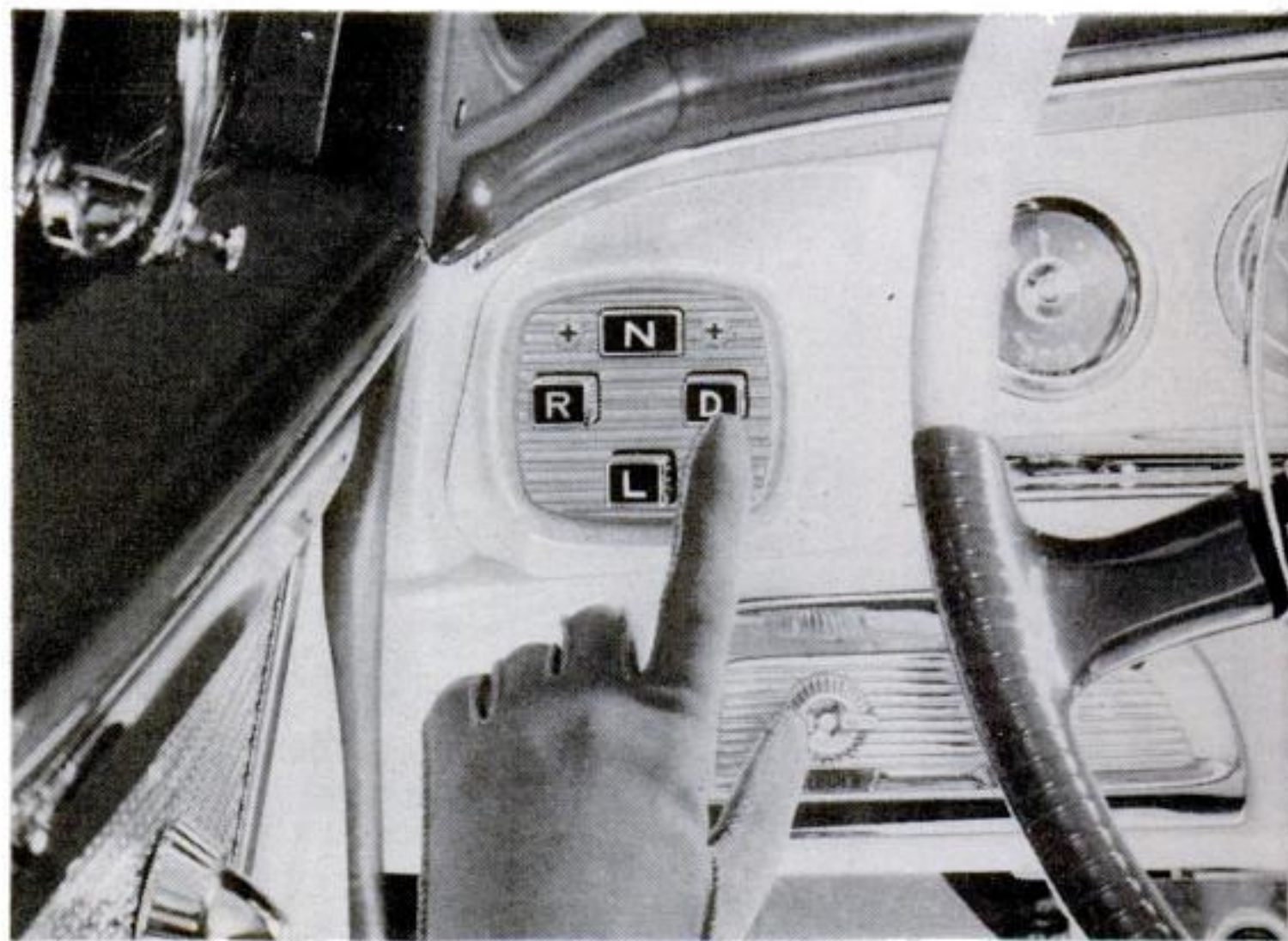


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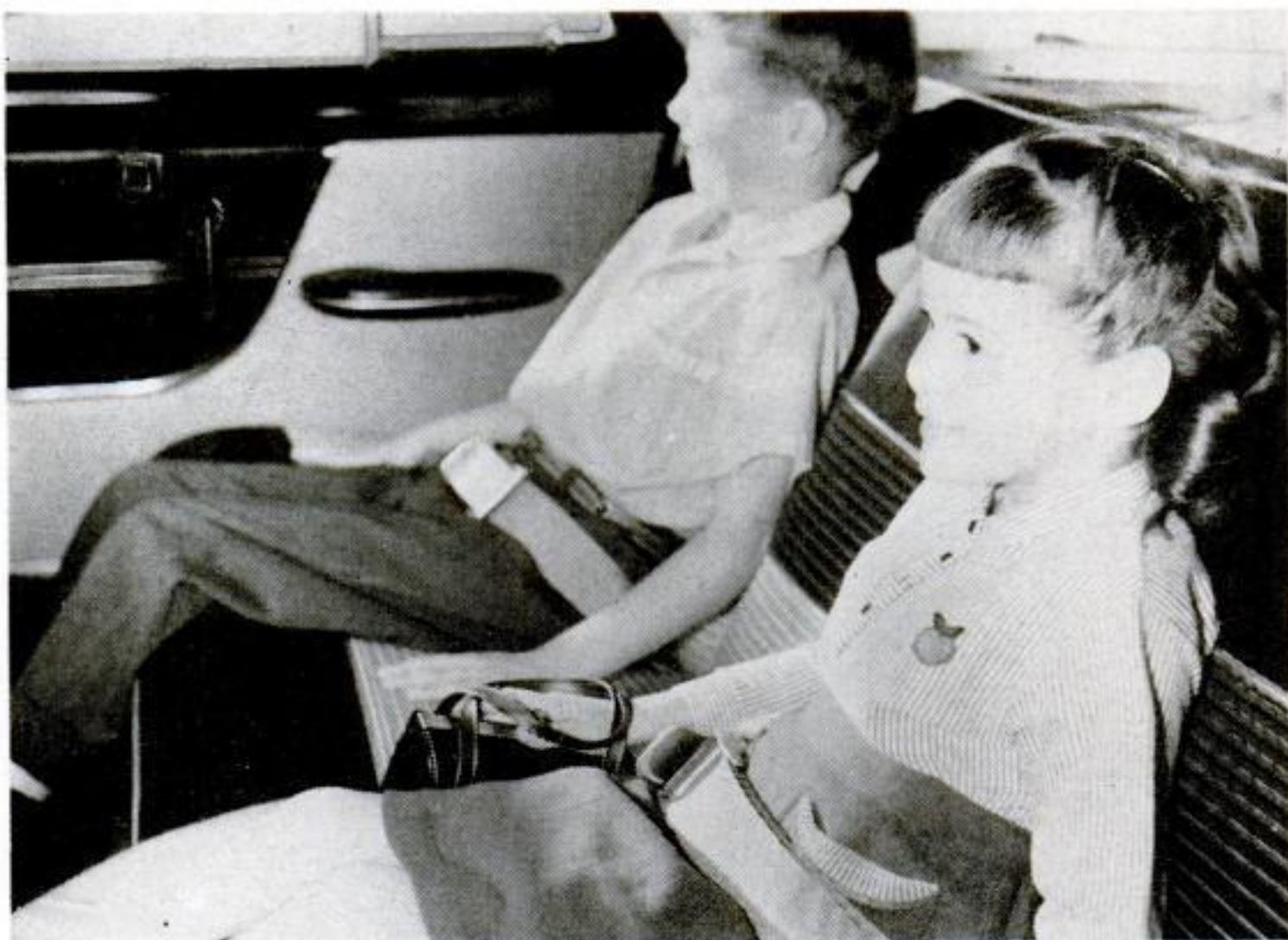
NEWS! . . . FROM THE *FORWARD LOOK '56*



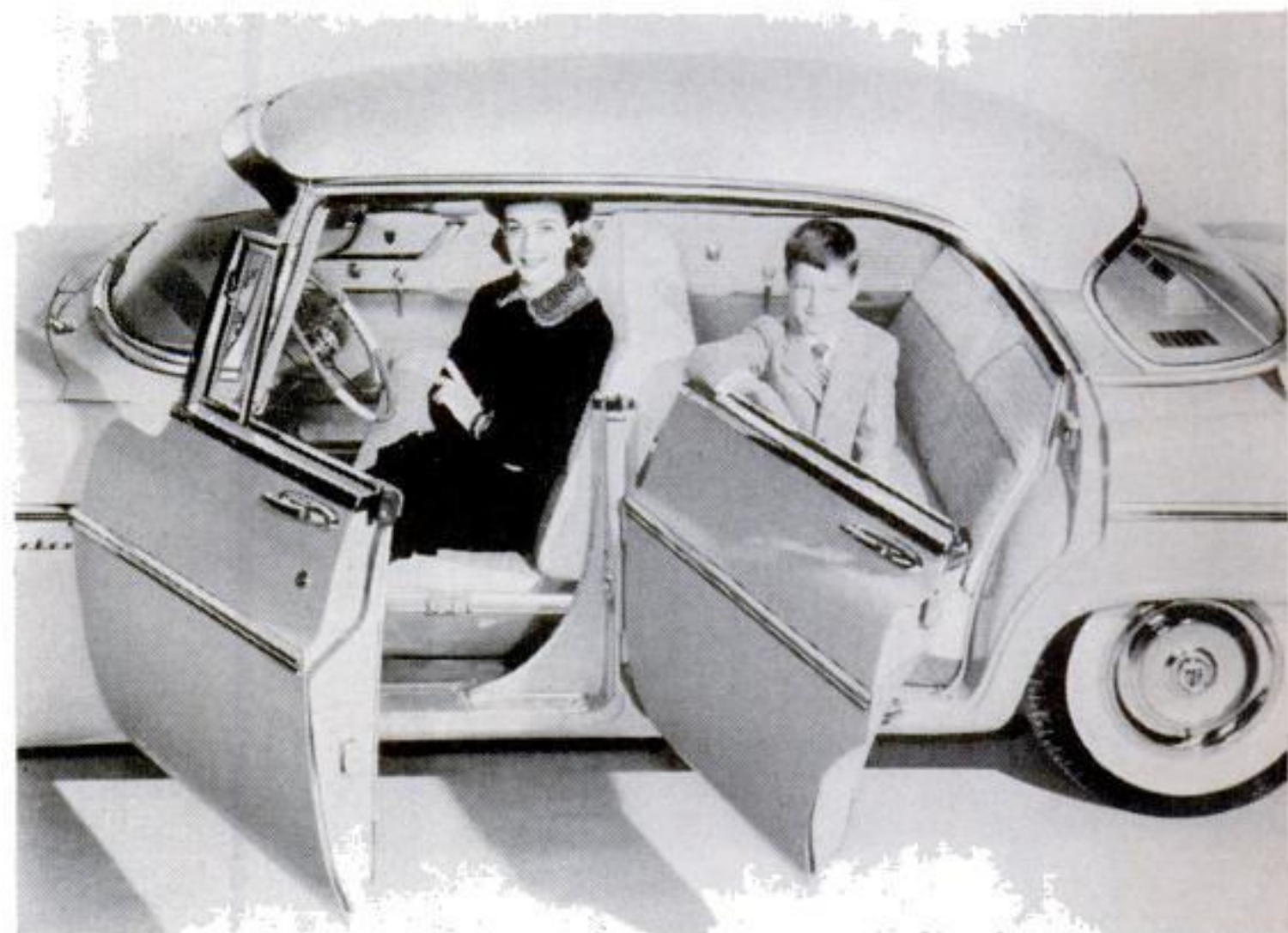
NEWS IN THE FLIGHT SWEEP! . . . The year's freshest and truest new note in car design. In one clean sweep from headlights to up-swept tail, it clearly and unmistakably wraps up the whole idea of *GO!* Accenting the low, long, ground-hugging mass of the car . . . here's the design that looks completely like today, and points clearly to tomorrow, too!



NEWS IN PUSHBUTTON POWERFLITE! . . . Newest driving advance of the year! Put your finger on a button on the dash at your left for whatever driving range you want. *Only the driver can touch it.* Safe and convenient as never before. And remember . . . PowerFlite itself gives the finest blend of smoothness and swiftness among *all* automatic transmissions!



NEWS IN WONDERFUL SAFETY! . . . Brand new LifeGuard door latches that hold fast under stress as none have ever done before. Chrysler Corporation bodies and frames, strongest and most rigid built. The finest, most responsive Power Steering, Power Brakes and engines on the road. And Safety Seat Belts, if you wish, that meet official airplane specifications!



NEWS IN 4-DOOR HARDTOPS! . . . Now in Plymouth, Dodge, De Soto, Chrysler and Imperial . . . *finest and most rugged cars of all in this newest body style!* The dashing, long, low line of the true hardtop . . . *but with full 4-door convenience.* Full side vision, with *full-width rear doors and exclusive full-width rear windows* in these cars of THE *FORWARD LOOK!*

THE BEST NEW CAR NEWS of all is to be found this year in the cars of THE *FORWARD LOOK '56* . . . regardless of the price range in which you're interested!

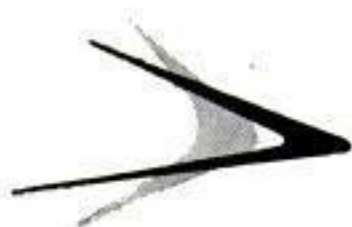
Here are cars that are full of new advances. Cars that *bring things to you* other cars do not yet have. Cars that *do things for you* other cars are not yet able to do.

Here are cars so new and so wonderful to own you'll feel a new kind of pride when you get one. Cars that literally make driving or riding a new kind of joy and satisfaction.

Right now, well over a million families own 1955 cars of THE *FORWARD LOOK* from Chrysler Corporation. These owners tell us they have discovered a motoring experience that simply cannot be found

anywhere else today. And now comes the *second* year of challenge from THE *FORWARD LOOK*. Now, for '56, the differences between these cars and all others become sharper still!

The new Dodge is already on display. Plymouth, De Soto, Chrysler and Imperial soon will be. Watch for the announcements. See them at your dealer's. *There's good news for you in these cars!*



CHRYSLER CORPORATION

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

Tops in TV Drama—"Climax!"—CBS-TV, Thursdays

Comes through every time...



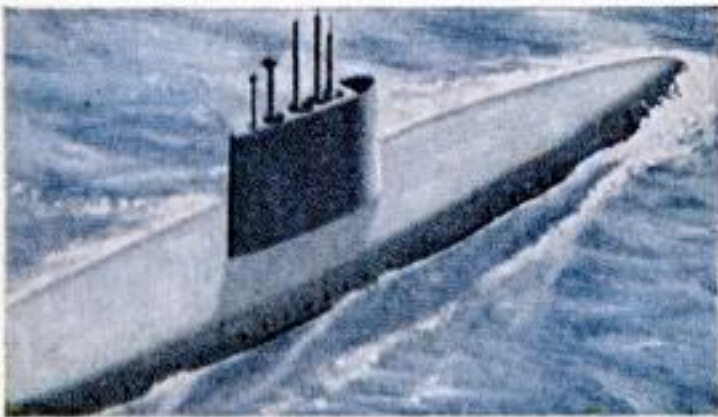
FILTER TIP TAREYTON

WITH THE PEARL-GRAY ACTIVATED CHARCOAL FILTER

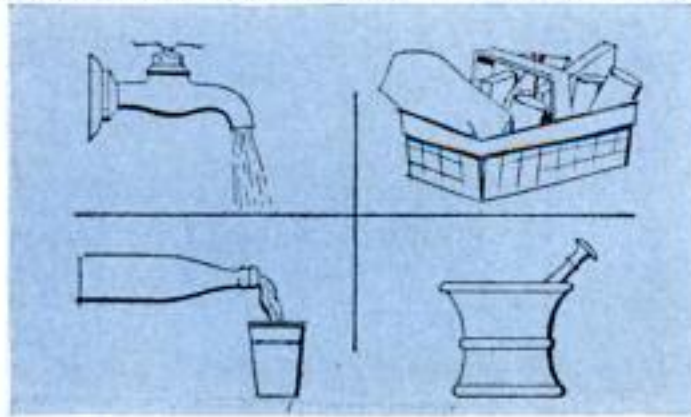
can't be beat for true tobacco taste!

Famous Tareyton quality tobacco... a fine, easy-drawing filter... a genuine cork tip. Altogether you get true tobacco taste and much more smoking enjoyment from Filter Tip Tareyton. It's the best in filtered smoking!

ACTIVATED CHARCOAL, WORLD-FAMOUS PURIFIER



Activated Charcoal is the substance used to purify air in America's new atomic submarine.



Activated Charcoal is also used to purify water, foods, beverages and pharmaceuticals.

PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES

**Only Filter Tip
TAREYTON**

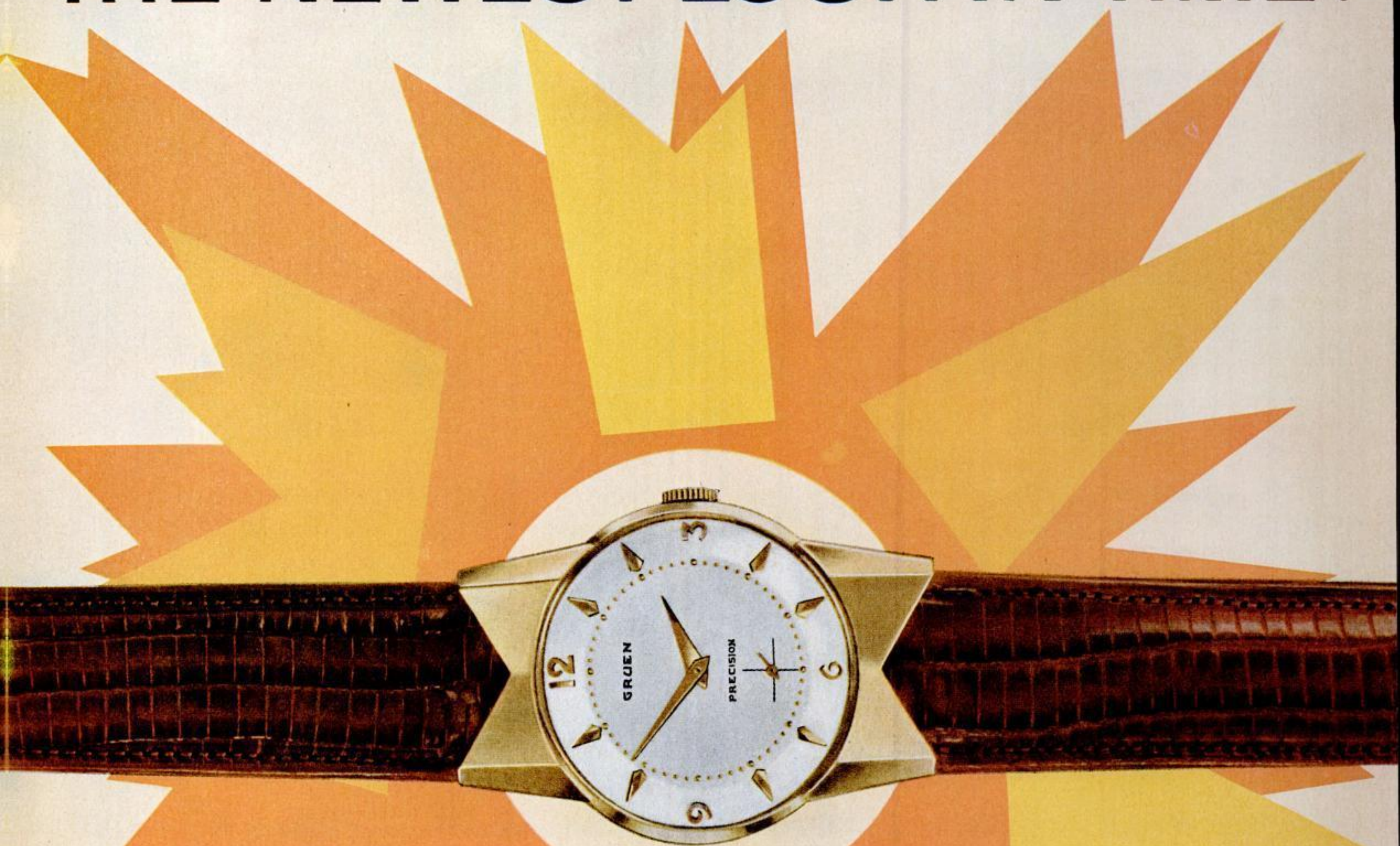
**gives you
Activated Charcoal
filtration**



© A. T. CO.

GRUEN

THE NEWEST LOOK IN TIME!



Now... priced to give
you the greatest value
in watches

THE COSMOPOLITAN

INSPIRED BY THE GRUEN CONTINENTAL

Now, from Gruen—the Newest Look in Time—comes the most arresting value in watch history!

In response to the great excitement created by the fabulous Continental Watch, Gruen has created the

Cosmopolitan Series . . . a group of equally startling new watches at unbelievably low prices.

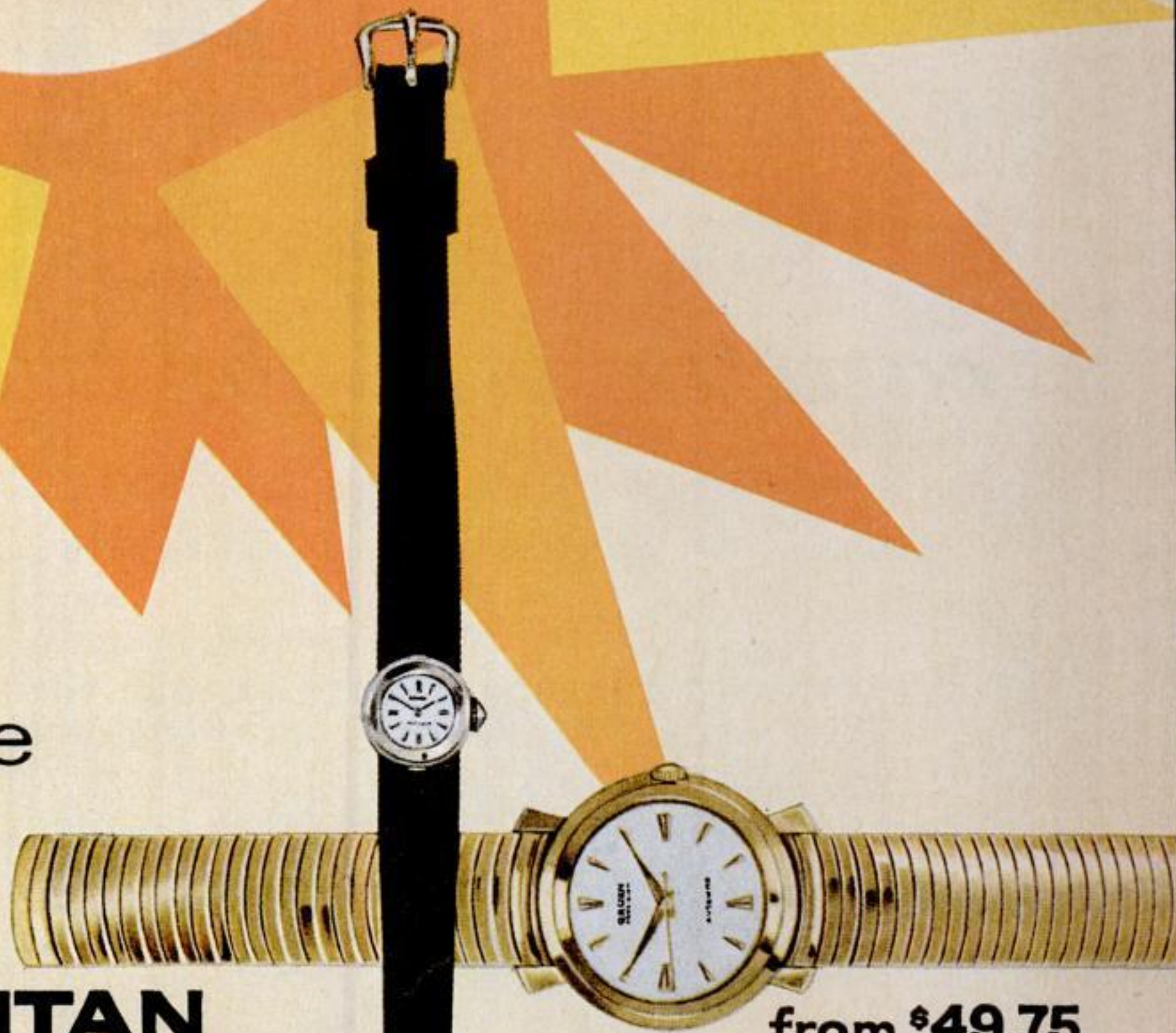
Think of it! For as little as \$49.75 you can own an authentic Gruen Cosmopolitan, designed with sweepingly new and different features like the revolutionary

panavision dial . . . tuck-away winding stem . . . sweep-around crystal and many, many more.

The thrilling new Cosmopolitan Series is at your Gruen jeweler's now. So stop in for a good long look at Gruen . . . the Newest Look in Time!

GRUEN THE PRECISION WATCH® —OFFICIAL WATCH OF TRANS WORLD AIRLINES— THE GRUEN WATCH CO., TIME HILL,

CINCINNATI 6, OHIO. IN CANADA: TORONTO, ONT.



from \$49.75



VALLEY OF DESTRUCTION was the main street of Winsted, Conn., where the Mad River rushed through the town and lived up to the name given it many years before. In this hurricane it was water, and not wind, that did the damage. Among the first to get through the floods in Winsted was a telephone truck carrying emergency power equipment to provide service in the flooded telephone exchange at the lower end of the street.



TELEPHONE MEN GO TO WORK BY BOAT to speed drying of equipment in the telephone exchange at Putnam, Conn., where service was provided by temporary switchboard on higher ground. In Stroudsburg, Pa., linemen and operators were flown in helicopters over rampaging waters.

The Deluge of Diane

Hurricane floods emphasized the value of the telephone and the teamwork of telephone people in emergencies

Seldom has a water-borne disaster struck with more concentrated fury than the floods of Hurricane Diane, which hit several eastern states.

"I never saw anything so terrifying in my life as when that river came down," said the telephone manager in Winsted, Connecticut.

Out of the havoc of the floods have come countless stories of courage and the good American spirit of helping one another in times of trouble.

Among them are heart-warming tributes to the telephone men and women who kept service going and worked so hard to restore it wherever lines had

been washed out. Together with the Red Cross, Salvation Army, National Guard, Civil Defense workers and all their neighbors in the stricken communities, they did their part in the tremendous job of rescue and restoration.

Many former telephone operators and those off duty reported back to their jobs. Trained, experienced crews from the telephone companies and Western Electric moved in fast with equipment and supplies and worked 'round the clock.

Disaster comes suddenly. But wherever it strikes you can depend on telephone people to do everything possible to provide you with telephone service.

BELL TELEPHONE SYSTEM



OUTRACING THE FLOODS. Radio-telephone service was set up at strategic points even before the floods reached their peak. Man in automobile makes emergency call while Mayor Moule of Phillipsburg, N. J., and telephone man stand by.

Don't use Anti-Freeze

until you flush out your cooling system with

New Du Pont "FAST FLUSH"



Gets rid of rust and grease so anti-freeze won't spill over or boil away —takes just a few minutes—you do it in one operation.

New Du Pont Fast Flush cleans out summer rust, scale and grease in a matter of minutes—prevents "hot spots" and "bottlenecks" that cause anti-freeze to spill over or boil away. Just pour in *liquid* Fast Flush, let the motor idle, and drain it out—no neutralizing needed. It's safe, simple and so fast you can have this vital extra protection *while* you stop for anti-freeze.

So, before you put in anti-freeze, guard against winter cooling system trouble with new Du Pont Fast Flush! Pint \$1.00.



Then after anti-freeze goes in, add DU PONT COOLING SYSTEM SEALER to insure against leaks all winter.

Anti-freeze can "creep" through tiny "pinholes" or imperfect gaskets, even when your cooling system seems watertight. To be safe, pour a can of Du Pont Cooling System Sealer into your radiator along with the anti-freeze. It finds and stops leaks and seepage . . . guards against new leaks all winter! Can't clog or harm hose or metal parts. Cheap anti-freeze insurance, 12 oz. 75¢.



P.S. Other Du Pont No. '7' Products that help you guard against cold-weather car trouble



Du Pont Cooling System Cleanser — heavy-duty cleanser with new detergent action. For clogged radiators that are overheating. Dissolves rust, removes scale, grease.
1 lb. \$1.50



Du Pont Heavy Duty Sealer — stops serious leaks from cracked cylinders, blocks, water jacket and radiator. Just pour it in—rapidly makes a lasting repair.
Pint \$1.75



Du Pont Gas Guard — stops fuel-line and carburetor icing. Add Du Pont Gas Guard to your gasoline for quicker starts, smoother running all winter.
12 oz. 65¢



Du Pont Heavy Duty Brake Fluid — makes braking extra-safe against freezing weather. Fluid flows at temperatures far below freezing. Exceeds S.A.E. safety specifications.
12 oz. \$1.00

BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

DU PONT No. '7' PRODUCTS

From Chemical Research . . . For Easier Car Care



If I could be a child again How would I want to grow up?

**See to it your child has now
what you couldn't have had then**

The editorial organization of Encyclopaedia Britannica, the reference standard of the world, has produced an encyclopaedia for the young mind. It is called **BRITANNICA JUNIOR**.

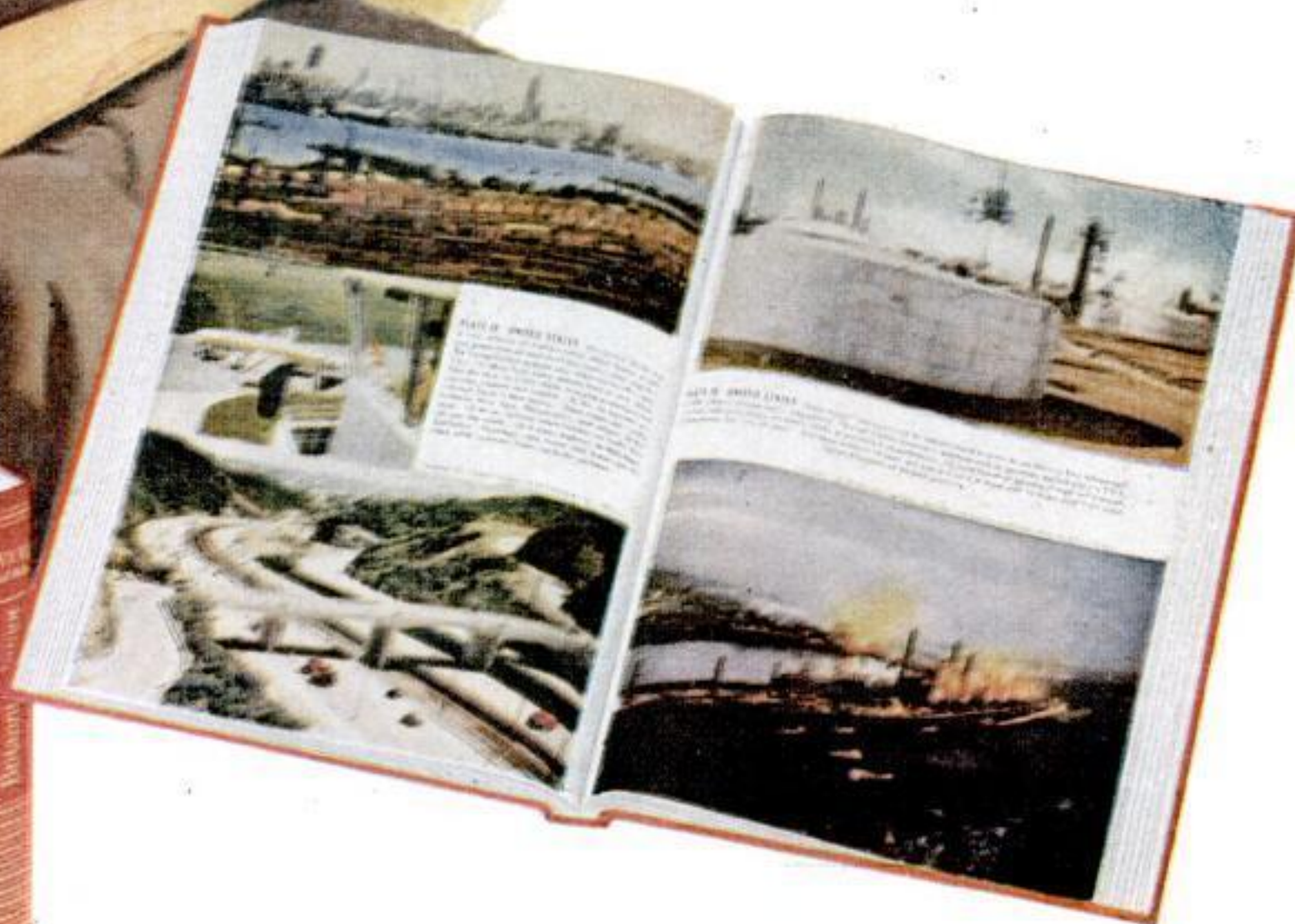
It differs from previous attempts at providing reference material for children, in that it is not adult material re-written and re-illustrated for children.

It is the work of a staff of educators skilled in speaking the language of the young; skilled in selecting the paintings, the photographs, the drawings and maps that speak the language of the young.

Thus, one of the world's greatest forces in the spreading of knowledge helps parents, by assuming the responsibility of stimulating the child's thirst for knowledge.

It brings many lifetimes of experience to supplement that of parents.

**An invaluable aid to
good parenthood is now
available**



**How little time we have to master the
responsibilities of parenthood**

BRITANNICA JUNIOR

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"HEAD OF THE BOURBON FAMILY"

The Old Grand-Dad Classic Decanter costs no more than the standard bottle. It contains the same amount of the same rare bonded bourbon.

*The most beautiful way
to give rare bourbon*

To bourbon fanciers, you can make no finer gift than rare Old Grand-Dad, in the Classic Decanter. You give the one whiskey they would themselves select, in the most beautiful of all decanters.

KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD GRAND-DAD DISTILLERY CO.,
FRANKFORT, KY. • DIV. OF NATIONAL DISTILLERS PRODUCTS CORPORATION





Fred Allen's free-swinging verdict on Thom McAn shoes' looks and fit

Comedian wore Thom McAns in 30-day trial—now tells all the facts

Fred Allen, author of "Treadmill to Oblivion," reports in his own words:

WHEN I received my notice to serve on the Thom McAn Shoe Jury, I was prepared to find the defendant guilty.

All I knew about Thom McAn was that they sold shoes priced so low, I was convinced they had to be made out of dried mousehide and colored cellophane.

My feet are not dogs

The average man abuses his feet. Unlike his nose, ears and eyes—which get the best of everything and live like kings—his feet live like dogs (which they are frequently called).

Man's feet carry him all through his life with never a gesture of appreciation or a kind word.

Far from behaving like the average man, I had

been pampering my feet, buying shoes that cost twenty-five and thirty dollars.

I answer Thom McAn's summons

And then I received my summons to join a jury to try Thom McAns. I did. At the Thom McAn store I found a greater variety of styles than at expensive shoe shops.

The Thom McAns I selected fit perfectly, feel as comfortable and look as snappy as the shoes I have been wearing all my life.

An actor has to look his best from top to toe. With Thom McAn taking care of the toe, all I have to worry about now is the top.

I keep my friends guessing

I have shown a number of friends my new shoes and asked them to guess what they cost. *Not one*

has guessed correctly yet. They do a double-take when I tell them the Thom McAn prices—mostly \$7.95 and \$8.95.

I always say "you live and learn" and if you live long enough you will learn to wear Thom McAn shoes for three reasons—to save money—to improve your appearance—and to insure your comfort.

I have only one complaint. When I walk down the street these days, I cannot pass a Thom McAn store. My feet insist on taking me inside.

Fred Allen

P.S. The "jury fee" I got from Thom McAn has enabled me to make extra donations to Camp N. Y. D. A., Jewish Theatrical Guild, and St. Malachy's Actors' Church of N. Y.

Fred Allen selected from new Thom McAns like these: left—seamless front blucher in rich custom grain, \$8.95; right—U-wingtip oxford in supple brandy glove-grain, \$8.95.



AMAZING OFFER

Wear Thom McAn shoes for one week at our expense!

Men! Come to your Thom McAn store. Choose the shoes you like best. Wear them one week. Then get your money back if you don't agree with Fred Allen that Thom McAns look as good—and feel as comfortable—as shoes of twice the price. Find out for yourself why Thom McAn is so good it's the best-selling shoe in all America.

Thom McAn

670 Thom McAn Stores Coast-to-Coast

Also available in Montgomery Ward Stores

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LOOK LIKE A MILLION

Marvel at these
lavish new designs in
lustrously lovely
simulated
Duchess Pearls,
glowing with our
exclusive
Lustre-Dip elegance.
Ask for these
magnificent rhinestone
clasped necklaces at your
favorite store. Many other
styles to choose from,

\$2 each, plus tax, earrings to match \$1. and up.

IN
SIMULATED
Duchess
PEARLS



ALABAMA

Birmingham
Loveman, Joseph & Loeb
Birmingham, Odum, Bowers & White
Mobile
C. J. Gayler & Co.
Montgomery
Montgomery Fair Co.

ARIZONA

Phoenix
Korrick's
Tucson
Jacome's
Tucson
Levy's

CALIFORNIA

Berkeley
J. F. Hink & Son
Long Beach
Walker's Dept. Store
Los Angeles
Broadway Dept. Stores
of Southern California
H. C. Capwell
Oakland
Kahn's
Oakland
Walster's
Palo Alto
Rhodes
Sacramento
Weinstock Lubin
San Bernardino
The Harris Co.
San Diego
Walker Scott Co.
San Francisco
Joseph Mangin

San Jose
L. Hart & Sons
Santa Rosa
Rosenberg's

COLORADO

Colorado Springs
Kaufman's
Denver
Jostin Dry Goods Co.
Denver
May Co.

CONNECTICUT

Bridgewater
Howland Dry Goods
Hartford
Brown, Thomson
Hartford
Sage Allen & Co.
Torrington
McCanne's
Waterbury
Howland-Hughes

DISTRICT OF COLUMBIA

Washington
Hecht Co.
Washington
Lansburgh's
Washington
Woodward & Lothrop

FLORIDA

Miami
Burdine's
St. Petersburg
Willson-Chase
Tampa
O'Falls
W. Palm Beach
Anthony's
W. Palm Beach
Belk's Dept. Store
W. Palm Beach
Palm Bh. Mercantile

GEORGIA

Atlanta
Rich's
Augusta
J. B. White
Columbus
J. A. Kirven & Co.

ILLINOIS

Alton
Young Dry Goods
Chicago
Gately's Peoples Store
Chicago
Madigan Bros.
Chicago
Mandel Bros.
Decatur
Stewart Dry Goods
Evanston
Lord's
Galesburg
O. T. Johnson
Oak Park
Wm. Y. Gilmore
Peoria
Bergner's
Peoria
Block & Kuhl
Quincy
Halbach-Schroeder
Rockford
Owens, Inc.
Rock Island
McCabe Dry Goods
Waukegan
The Globe Dept. Store

IOWA

Cedar Rapids
Armstrong's
Davenport
M. L. Parker Co.
Des Moines
Wolf's, Inc.
Dubuque
J. F. Stamper
Mason City
Damon's, Inc.

KANSAS

Wichita
Hinkel's
Lexington
Purcell's

KENTUCKY

Baton Rouge
Goudchaux's, Inc.
New Orleans
Maison-Blanche

LOUISIANA

Elkhart
Ziesel Brothers
Evansville
Leo Schear

INDIANA

Elkhart
Ziesel Brothers
Evansville
Leo Schear

Lafayette
Loeb's, Inc.
La Porte
Foster Shop
Muncie
Ball Stores
New Albany
S. W. Newberger & Co.
Richmond
George Knollenberg
South Bend
Robertson Bros.
Terre Haute
Root Dry Goods Co.
Valparaiso
J. Lowenstein & Sons

MAINE

Shreveport
Palais Royal
Lewiston
B. Peck

MAINE

Lewiston
B. Peck

MARYLAND

Baltimore
The Hecht Co.
Baltimore
Hochschild, Kohn

MASSACHUSETTS

Boston
Coleman's
Boston
Conrad's
Boston
Filene's
Boston
Jordan Marsh
Fall River
Cherry & Webb
Lawrence
Cherry & Webb
Lowell
Cherry & Webb
Lynn
Rooks
New Bedford
Cherry & Co.
Pittsfield
England Bros.
Salem
Almy, Bigelow & Washburn
Springfield
Forbes & Wallace
Worcester
Denholm & McKay
Worcester
Filene's

Shreveport
Palais Royal
Lewiston
B. Peck

MAINE

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Lynn
Rooks
New Bedford
Cherry & Co.
Pittsfield
England Bros.
Salem
Almy, Bigelow & Washburn
Springfield
Forbes & Wallace
Worcester
Denholm & McKay
Worcester
Filene's

AVAILABLE AT THE FOLLOWING STORES

MICHIGAN

Detroit
J. L. Hudson Co.
Detroit
Ernst Kern Co.
Flint
Smith-Bridgeman
Grand Rapids
Herpolsheimers
Grand Rapids
The Wurzburg Co.
Jackson
L. H. Field
Lansing
J. W. Knapp Co.
Muskegon
Grossman's
Port Huron
J. B. Sperry Co.
Saginaw
Wiechmann's
St. Joseph
Rimes & Hildebrand

MINNESOTA

Duluth
Glass Block Store Co.
Edina
Marvin Oreck
Faribault
Ochs Bros.
Minneapolis
Dayton Co.

MISSOURI

Joplin
Ramsays
Kansas City
Jones Store

MONTANA

Great Falls
Buttrey's Dept. Store

NEBRASKA

Omaha
J. L. Brandeis
Omaha
Goldstein Chapman's

NEW JERSEY

Atlantic City
Homburger's
Atlantic City
Norman's, Inc.
Bloomfield
Lipton's
Elizabeth
Levy's
Newark
L. Bamberger's of N. J.
Newark
Kresge
Union City
A. Holthausen

NEW MEXICO

Albuquerque
Kistler, Collister

NEW YORK

Albany
John G. Myers
Brooklyn
Abraham & Straus
Brooklyn
Oppenheim Collins
Buffalo
J. N. Adams
Buffalo
Hens & Kelly, Inc.
Buffalo
Oppenheim Collins
Flushing
B. Gertz
Ithaca
Rothschild's
Jackson Heights
Field's
Jamaica
B. Gertz
New York City
Oppenheim Collins
Oneonta
Bressee's
Rochester
B. Forman Co.
Troy
Denby's
Troy
Wm. H. Fear
Westchester County
Genung's

NORTH CAROLINA

Burlington
B. A. Sellars
Charlotte
Efrid's
Concord
Belk's Dept. Store
Durham
Ellis Stone & Co.
Wilmington
Belk-Beery Co.
Winston-Salem
The Anchor Co.

OHIO

Akron
M. O'Neil Co.
Cincinnati
McAlpin Co.
Cleveland
Higbee's
Columbus
F. R. Lazarus
Dayton
Elder & Johnston Co.
Dayton
Johnston-Shelton Co.
Dayton
Rike Kumer
Portsmouth
Loring's
Steubenville
The Hub
Steubenville
Reiner's, Inc.
Toledo
Lion Store

OKLAHOMA

Oklahoma City
John A. Brown
Oklahoma City
Halliburton
Oklahoma City
Streets
Tulsa
Brown-Dunkin
Tulsa
Vandervers

OREGON

Portland
The Bedell Store
Portland
Olds & King

PENNSYLVANIA

Allentown
Zollinger-Harned Co.
Chester
Weinberg's
Easton
Wm. Laubach & Sons
Harrisburg
Pomeroy's, Inc.
Harrisburg
Wm. B. Schleisner
Lancaster
Watt & Shand
Philadelphia
Blauner's
Philadelphia
Gimbel's
Philadelphia
Oppenheim Collins
Philadelphia
Strawbridge & Clothier
Pittsburgh
Joseph Horne
Reading
Pomeroy's, Inc.
Scranton
Scranton Dry Goods
Wilkes-Barre
Lazarus Store, Inc.

RHODE ISLAND

Providence
Cherry & Webb

SOUTH CAROLINA

Anderson
Gallant-Belk's
Charleston
Jas. F. Condon
Columbia
Kohn & Co.
Columbia
James L. Tapp
Spartanburg
Aug. W. Smith Co.

TENNESSEE

Chattanooga
Miller Bros. Co.
Memphis
B. Lowenstein
Nashville
The Castner Knott Dry Goods
Nashville
Cain-Sloan Co.

TEXAS

Corpus Christi
Lichtenstein's
Corpus Christi
Perkins
Dallas
Titcher-Goettinger Co.
Dallas
Colbert's
Galveston
Robert I. Cohen
Fl. Worth
The Fair
Houston
Foleys
Lubbock
Hemphill Wells Co.
San Antonio
Joske's

UTAH

Ogden
L. R. Samuels
Salt Lake City
Auerbach Co.
Salt Lake City
Keith O'Brien, Inc.

VERMONT

Burlington
Abernathy Clarkson Wright, Inc.

VIRGINIA

Danville
Thalheimer's Danville
Martinsville
Globe's
Newport News
Nachman's
Norfolk
Center Shops
Norfolk
W. G. Swartz Co.
Richmond
Thalheimer's
Roanoke
Lexgett's Dept. Store
Roanoke
Smartwear Irving Saks

WASHINGTON

Seattle
MacDougall & Southwick Co.
Seattle
Weisfield's, Jewelers
Tacoma
Peoples Store Co.
Tacoma
Rhodes Bros.

WEST VIRGINIA

Charleston
The Diamond
Fairmont
Jones, Inc.
Wheeling
Horne's

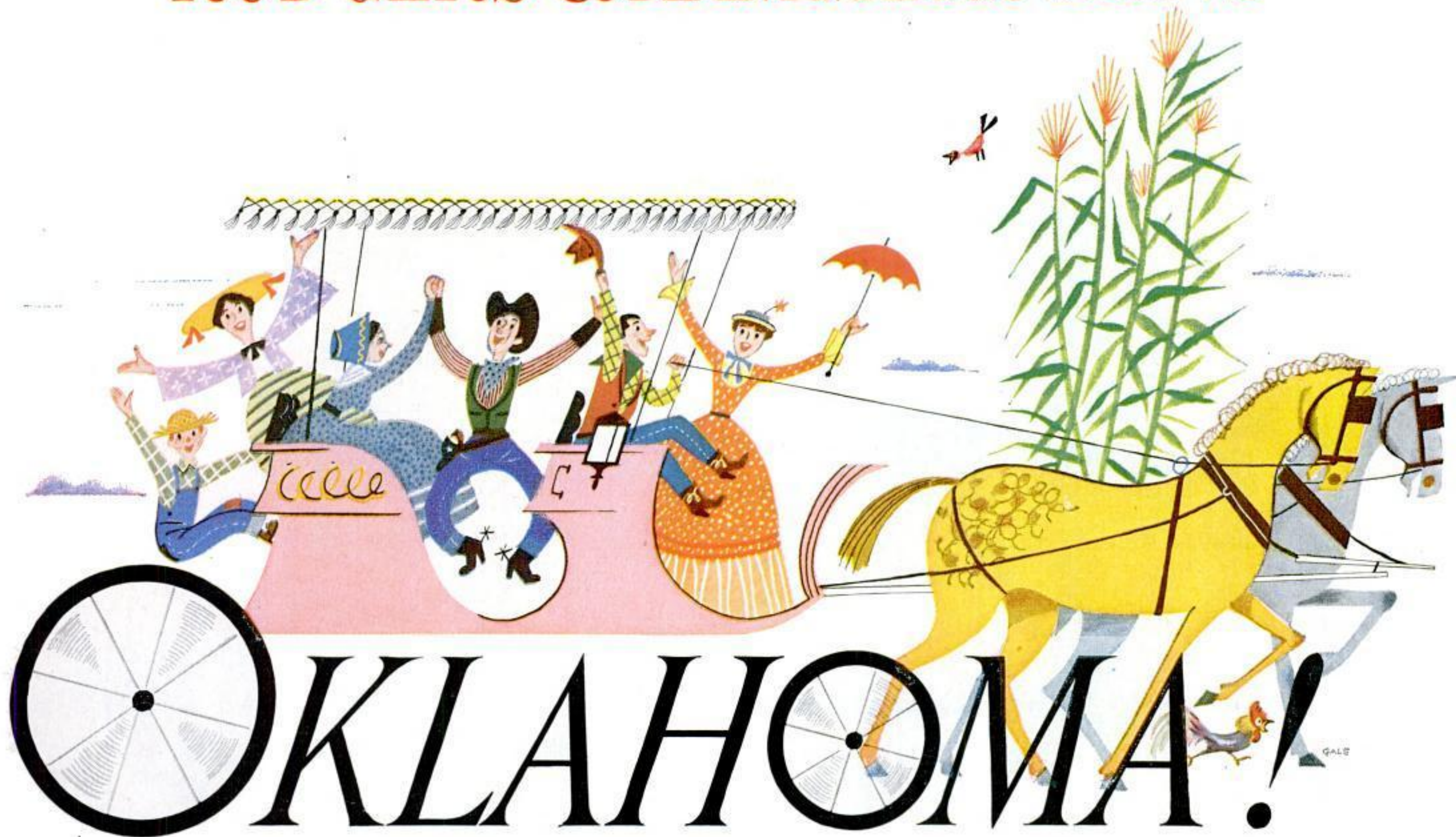
WISCONSIN

Milwaukee
T. A. Chapman
Milwaukee
Boston Store
Milwaukee
Schuster's

H & S ORIGINALS, INC., 48 WEST 37 ST., NEW YORK

At last!

RODGERS & HAMMERSTEIN'S



IN THE NEW MOTION PICTURE PROCESS

When the magic that is "Oklahoma!" meets the miracle that is Todd-AO...something wonderful happens! Suddenly you're there...in the land that is grand, in the surrey, on the prairie! You live it, you're a part of it...you're *in* "Oklahoma!"

Because this is a completely new and unique presentation, without precedent in modern entertainment, all seats for "Oklahoma!" will be reserved as in the legitimate theatre.

You're in the show with



Starring

GORDON MACRAE • GLORIA GRAHAME • GENE NELSON

CHARLOTTE GREENWOOD • EDDIE ALBERT

JAMES WHITMORE • SHIRLEY JONES

Directed by

Produced by

FRED ZINNEMANN • ARTHUR HORNBLOW, Jr.

Dances Staged by AGNES DE MILLE

Screen Play by SONYA LEVIEN and WILLIAM LUDWIG

IN EASTMAN COLOR WITH ORTHOSONIC SOUND • DISTRIBUTED BY MAGNA THEATRE CORP.

ORDER TICKETS NOW!
ALL SEATS RESERVED

2 Shows Daily

3 Shows

Sat., Sun. and Hols.

Prices (Incl. tax):

MATINEES:

Orch. & Loge \$2.75,

Balcony \$1.75, \$1.50.

EVENINGS:

Orch. & Loge \$3.50

Balcony \$2.25, \$1.75.

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PUBLIC WORLD PREMIERE, N. Y. **RIVOLI** THEA. OCT. 13

RIVOLI THEATRE, Broadway at 49th St., New York 19, N. Y.

Please send ☐ loge ☐ Mat.
☐ orch. ☐ tickets at \$_____ for ☐ Eve. performance
☐ balc. ☐

On _____ (date) Alternate Dates _____

Name _____
Print Name and Address Clearly

Address _____

City _____ Zone _____ State _____

Enclose check or money order (no stamps) payable to RIVOLI THEATRE
with self addressed & stamped envelope. LR-1

HOLLYWOOD OPENING AT THE EGYPTIAN THEATRE



"Remarkable Civilization! S—A—N—F—O—R—"



"Whyuncha buy him a 'Sanforized'-labeled jacket?"

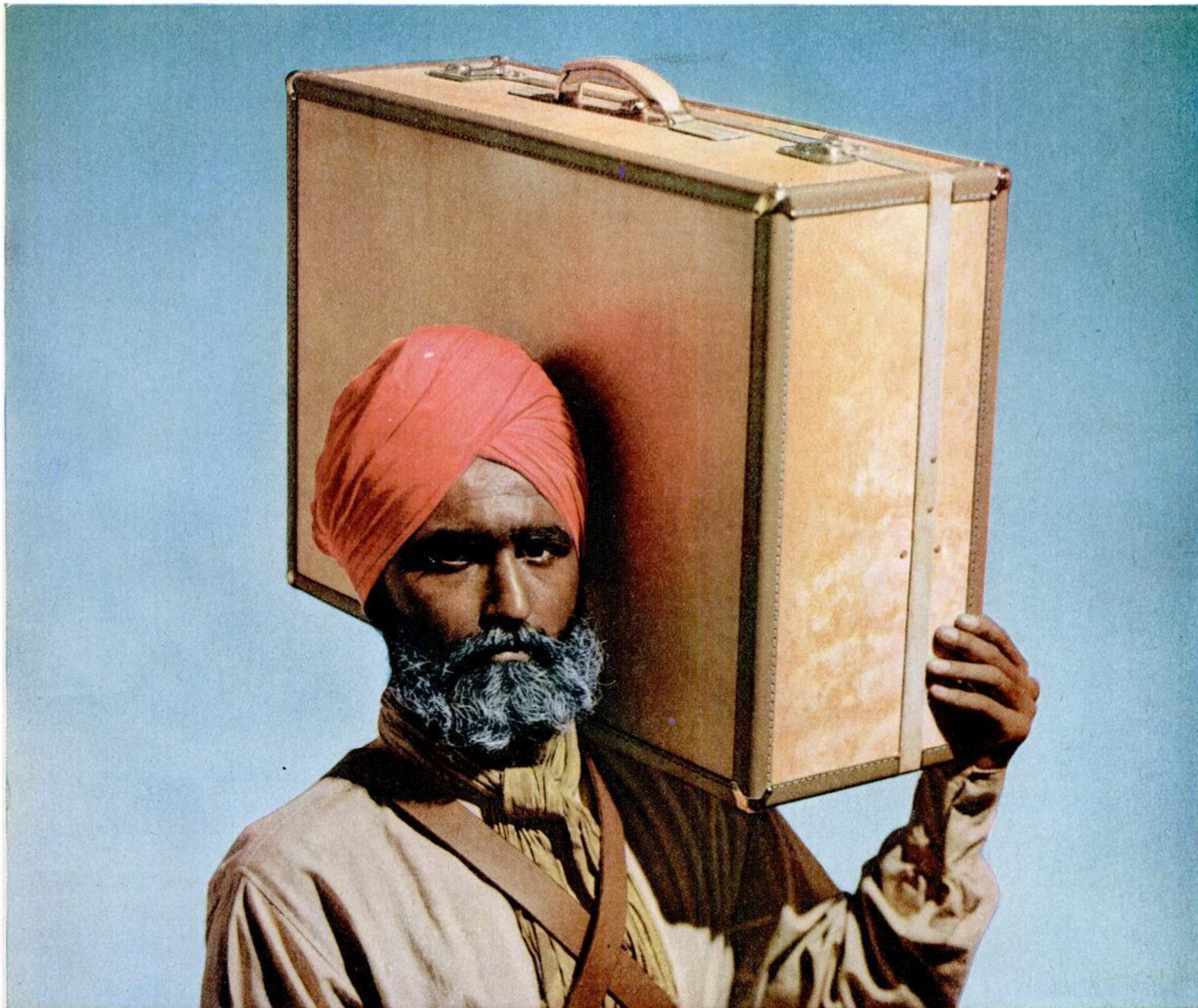


"Yes, it's a dress I wore last week. From now on, Mamma's looking for THAT label!"



MISTER! Avoid cotton garments that shrink out of fit. Make sure you see the "SANFORIZED" trade-mark. Never take "SANFORIZED" for granted, no matter where you buy.

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



....this....is the time for **HARTMANN** !



THE DISTINCTIVE HARTMANN SKYMATES in luxurious natural rawhide: 2-suitcase (top) \$145 . . . 22½" Weekend \$95 . . . 22½" Mayfair \$135 . . . Poudre Case \$100. Other Hartmann pieces from \$29.50 to \$750. All prices plus taxes.

ON THAT TRIP OF A LIFETIME, wherever it may take you, you deserve only the very best. *This* is the time for Hartmann...the world's finest luggage.

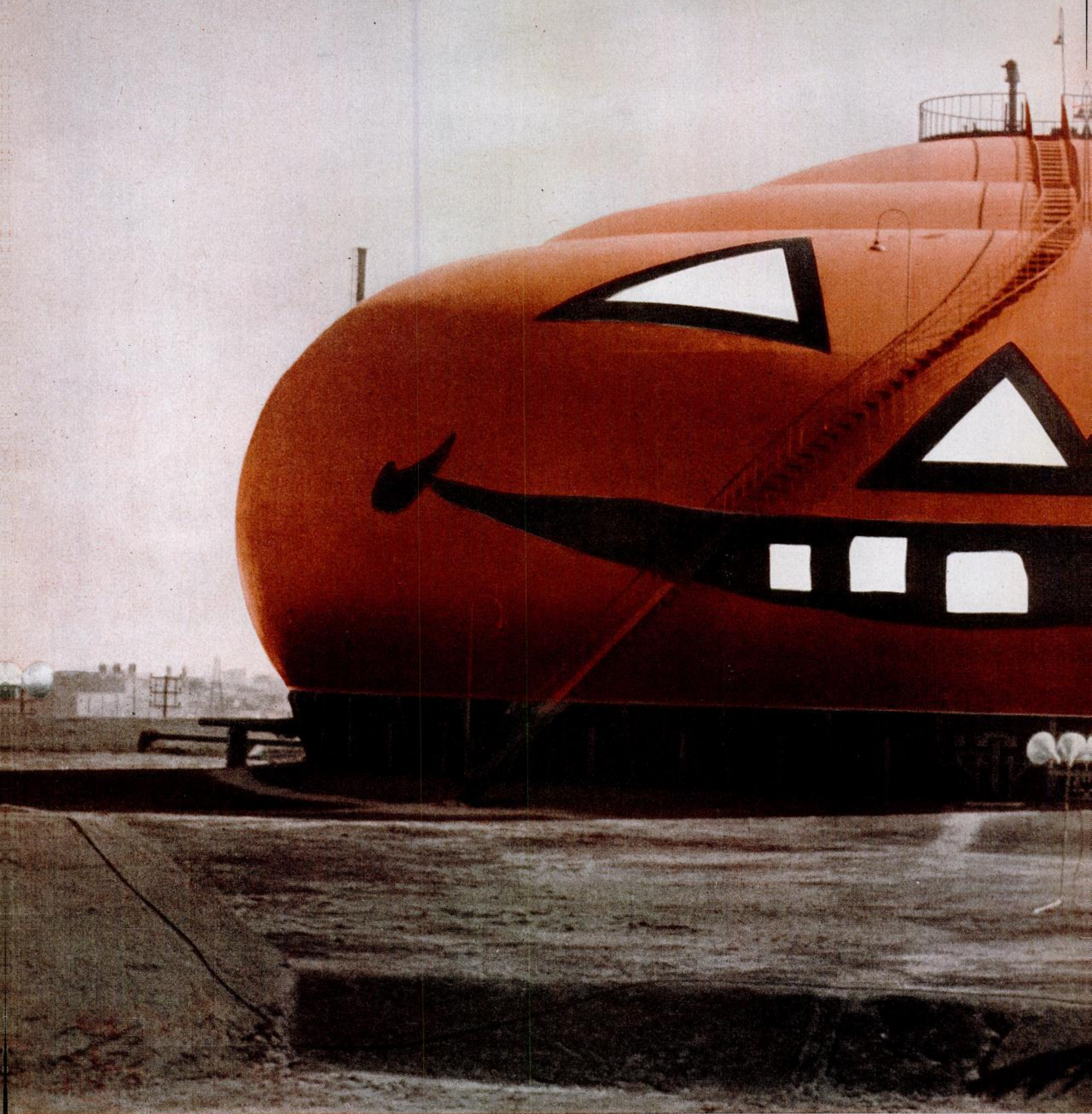
For even in strange, exotic lands, your Hartmann luggage marks you instantly as one accustomed to gracious living . . . as a member of that distinguished group which sets the trends in luxurious travel and style. The Hartmann

Skymate, for instance, is tremendously strong, surprisingly light . . . designed for greatest packing convenience . . . yet so fashion-fresh it looks unlike any other luggage in the world.

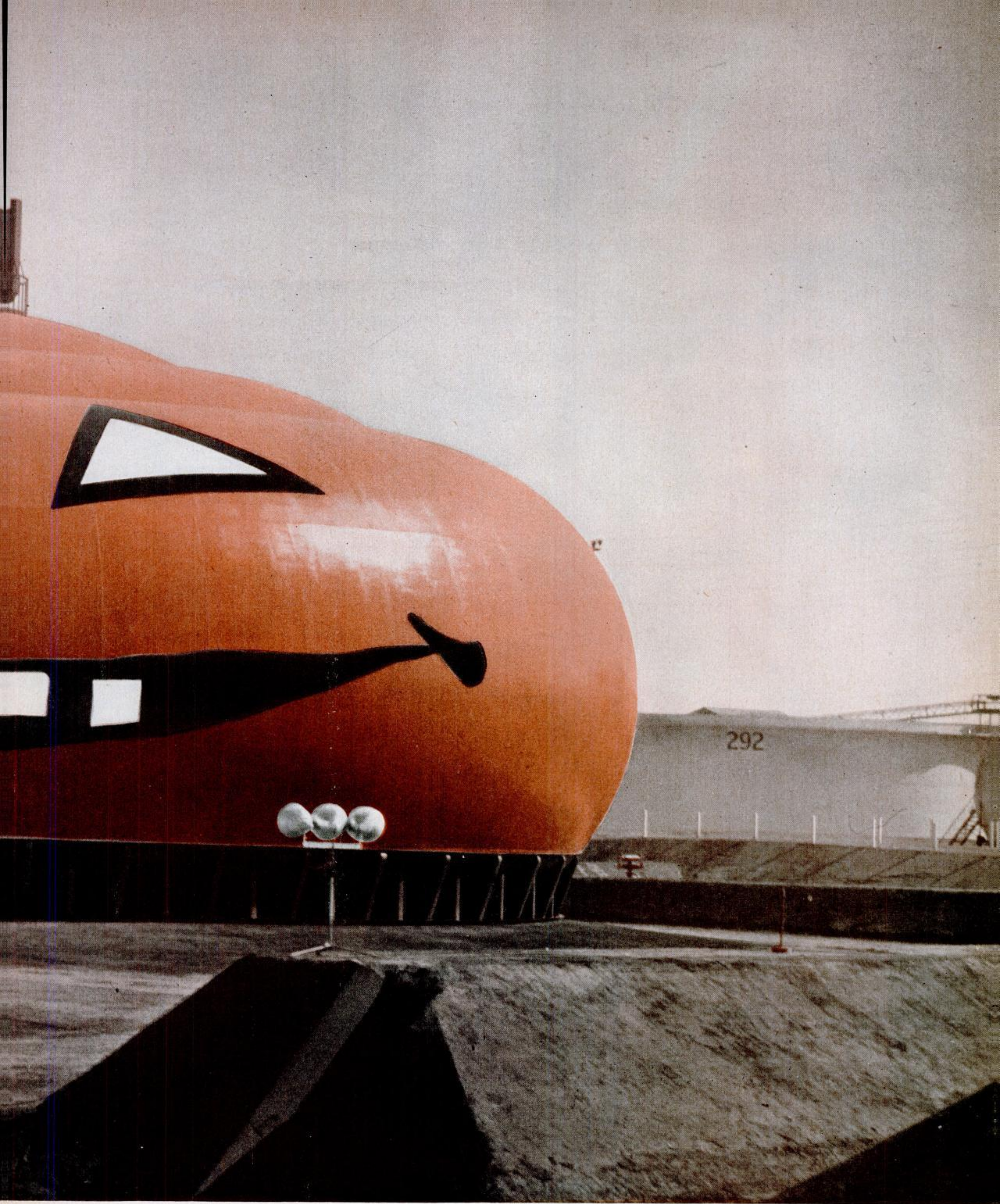
Each Hartmann piece is handcrafted in a wide choice of quality fabrics . . . tastefully styled for men and women . . . at only the finest stores in America.

HARTMANN LUGGAGE COMPANY • RACINE, WISCONSIN

Hartmann
the proudest name in luggage



Gigantic Jack-o'-Lantern



Most of the year, this huge gas tank in Los Angeles is painted a sensible white. But for Halloween the Union Oil Company gives it an

orange coat, 18-foot eyes and a 73-foot mouth to confront passing motorists on U.S. Highway 101 with the world's biggest jack-o'-lantern.

New Party-Brew!

So smooth — so different!

Looks inviting...tastes exciting!



Mmm—just wait until you taste it! Smooth, sparkling Country Club Malt Liquor . . . far more refreshing than *any* brew you have ever tasted before.

It's so *different*! Ideal for "special" occasions. Wonderful way to add a new note of hospitality to *any* get-together! Serve Country Club Malt Liquor, clear and cold, from its distinctive container . . . and watch this bright-spirited brew bring extra zest and enjoyment to *your* next party!

M. K. Goetz Brewing Company, Kansas City—St. Joseph, Missouri

SINCE 1859 . . . BREWERS OF MELLOW COUNTRY CLUB BEER



Hey, you sleepyhead!.....

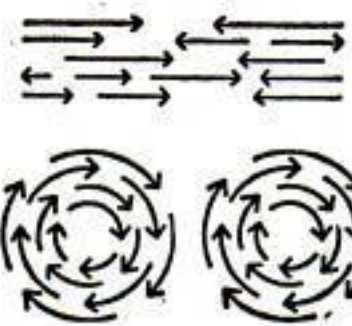
Wake up

to electric
shaving's
first
basic
improvement
in 21 years!

NORELCO with ROTARY BLADE ACTION

1. Built to shave according to your beard's natural growth—makes clumps and whorls disappear first time over.
2. No whisker pull. Norelco's 12 revolving blades shave off whiskers with the same stroke as a barber's blade.
3. No skin irritation, no painful nicks, no matter how heavy your shaving touch. Norelco's silver-steel blades g-i-v-e as you bear down.
4. Face needs no break-in period. Exclusive skin-stretcher upends each whisker, gives you great shaves from the very first.
5. No repair-shop blues. Lubricated for life. Self-sharpening blades. Self-starting brush motor.
6. Easiest shaver to live with. Quietest of all 4 leading shavers. Designed to fit the hand. Cleans in a jiffy.

Here's why Rotary Blade Action has made Norelco* the largest-selling electric shaver in the world—fastest-growing shaver in the U. S.



All other electric shavers shave you like this: as if your whiskers grew in rows, like corn.

Only NORELCO shaves you like this: the way your whiskers really grow.

15 day FREE home trial. No obligation. Offered by most dealers. Norelco's a great gift, too!

Norelco®

Rotary Electric Shavers

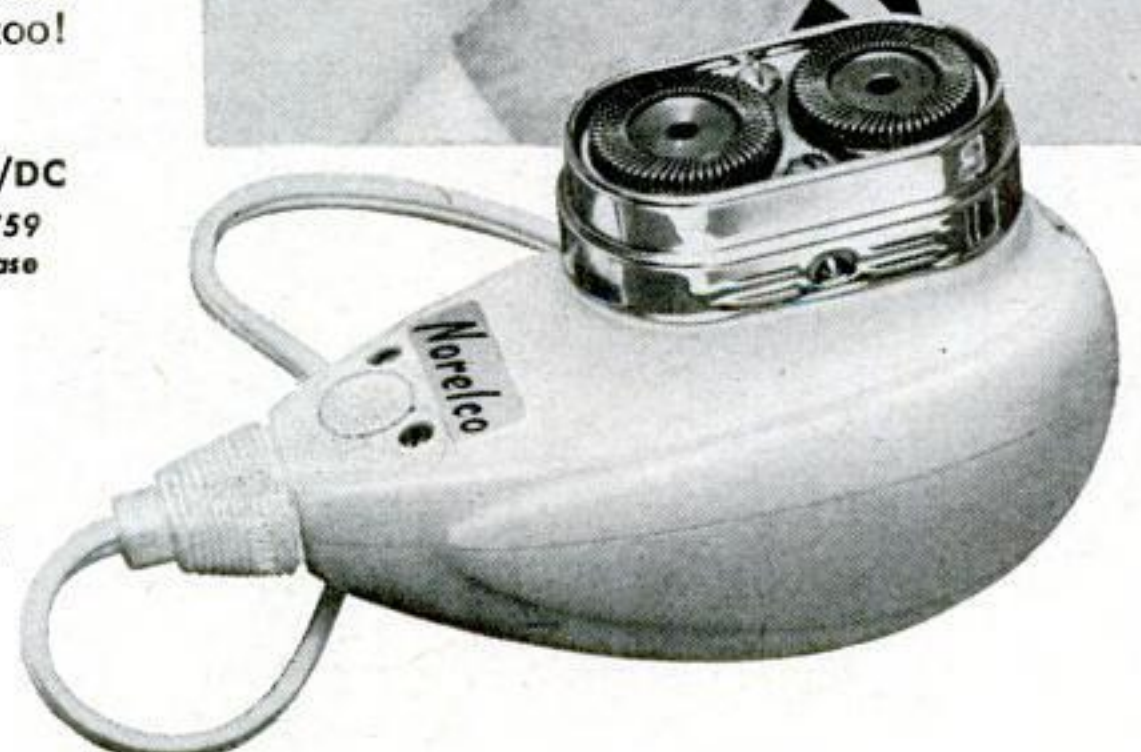
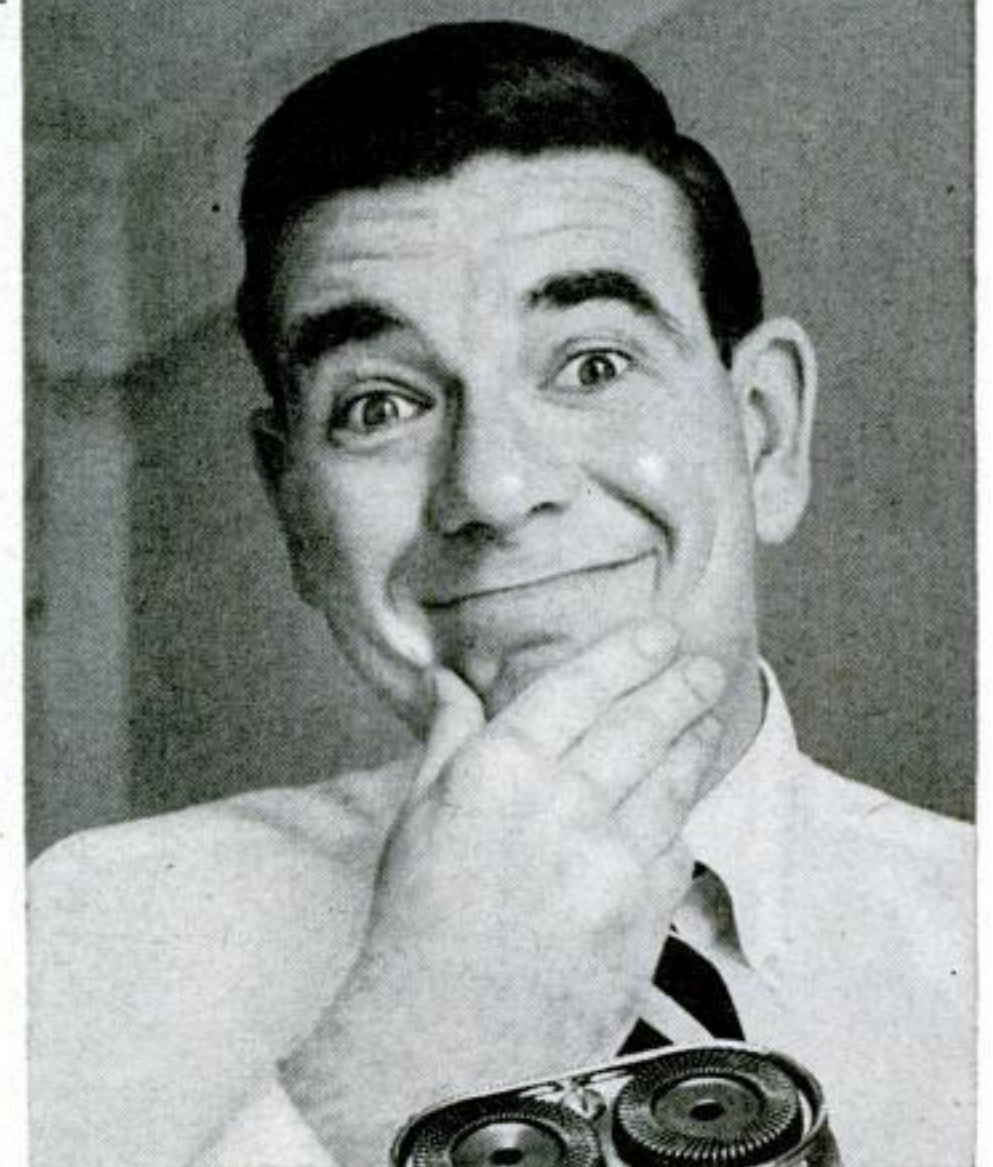
\$24⁹⁵ AC/DC
Model SC 7759
with travel case

.....
For feminine grooming—the Lady Norelco electric razor (Model SC 7767).

For outdoor men—the Norelco Sportsman battery electric shaver (Model SC 7750).

***Known as PHILISHAVE in Canada and throughout the rest of the free world**
NORTH AMERICAN PHILIPS COMPANY, INC., 100 E. 42nd St., New York 17, N. Y. Other products: High Fidelity Radio-Phonographs, Research and Control Instruments, Electron Microscopes, Medical X-ray Equipment, Electronic Tubes and Devices.

*It's like having your own
personal barber!*



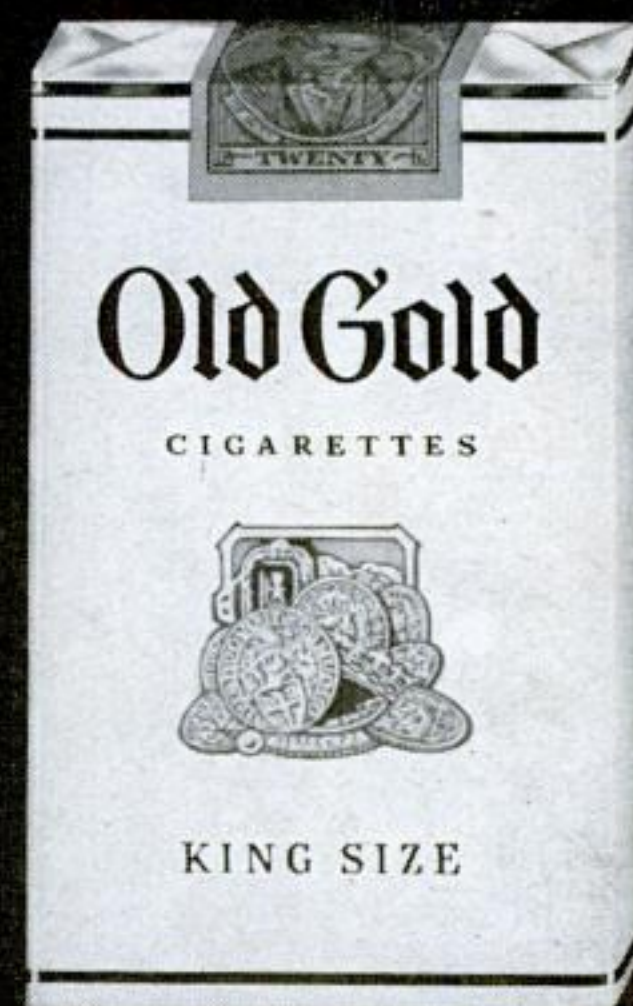
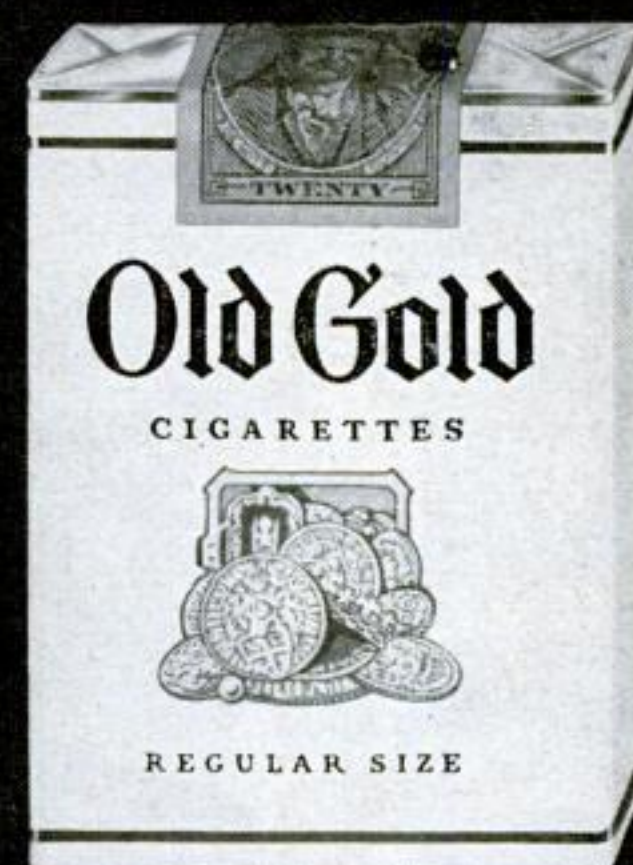


ALWAYS SMOOTH... NEVER HARSH OR BITTER...

Old Gold treats you

... OLD GOLD'S EXCLUSIVE
OF BRIGHTER, MORE GOLDEN TOBACCO.

Now—try the
1st Big Name Filter Cigarette
Old Gold
Filter Kings



Old Gold... ONE GREAT NAME FOR THREE GREAT SMOKES

1. New Filter Kings

Every easy draw will tell you, *a true tobacco treat*. Tastes so good you'd never know it's a filtered smoke! Full king size. Popular filter price.

2. Regular Size

Treats your taste right—all day long—thanks to the brighter, more golden tobaccos that the very name Old Gold tells you Old Gold uses.

3. King Size

If you like 'em *long*—here's the one you've longed for! Always smooth, never harsh or bitter. Really *comfortable*-tasting—from the first you light to your last at night.

"Filter Kings" is a trade-mark of the P. Lorillard Co.

COPYRIGHT 1955 P. LORILLARD COMPANY

taste right all day long

"MOISTURE-FRESH" BLENDING
TREATS YOUR TASTE RIGHT
FROM THE FIRST YOU LIGHT TO YOUR LAST AT NIGHT



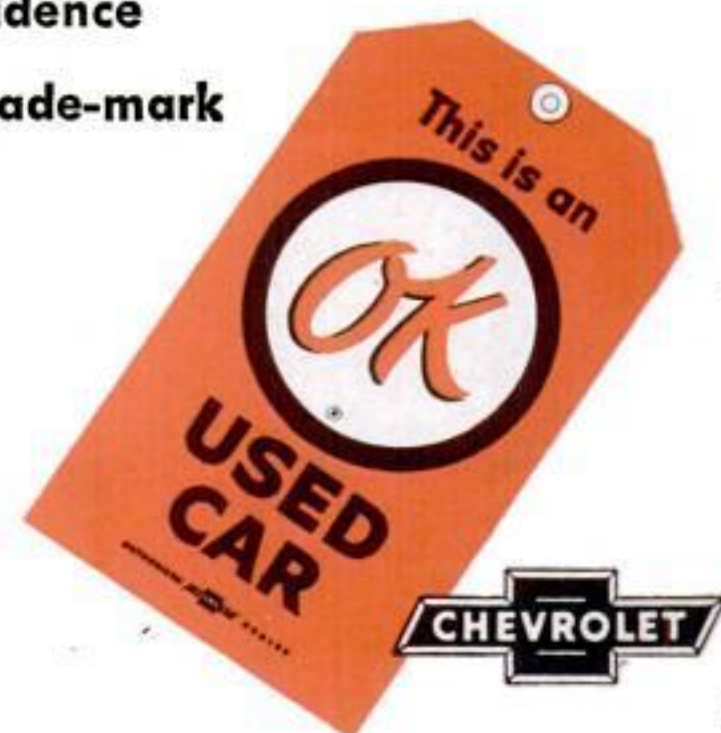
\$400 trade-in allowance on a flying saucer

It's a fact. We read about a publicity-minded used car dealer who took a homemade flying saucer in trade.

An alert dealer must do a good job of attracting attention. But what he does for *you* is even more important. For instance, the used cars we show you bearing the red OK tag are better six ways. They're thoroughly inspected; reconditioned for safety, performance and value—and they're honestly described. You get a warranty in *writing*, signed by us, your Chevrolet dealer. That beats verbal promises every time. Our great variety of used cars have to move to make room for more trade-ins on the fast-selling new Chevrolets. So, to maintain volume turn-over, we're passing volume *savings* on to you.

Postscript: This doesn't apply to flying saucers, but *right now* "sky-high" is the word that describes trade-in allowances at the sign of the OK trade-mark.

**Buy with warranted confidence
where you see the OK trade-mark**



SOLD ONLY BY CHEVROLET DEALERS

LETTERS TO THE EDITORS

THE TRUMAN MEMOIRS

Sirs:

Congratulations on publishing Harry S. Truman's fascinating memoirs "The Truman Memoirs," LIFE, Sept. 26. It is wonderful to be able to read history from the pen of one who made it. Truman's memoirs will rank with those of U.S. Grant, Calvin Coolidge, Herbert Hoover and Winston Churchill.

CYRIL CLEMENS
Kirkwood, Mo.

Sirs:

It is depressing to note that your hitherto respectable publication is printing the "memoirs" of Harry Truman. This will bring no credit to you.

FRANK B. STOUT
Santa Barbara, Calif.

Sirs:

The first instalment of "The Truman Memoirs" (LIFE, Sept. 26) struck me as powerful, moving and sincere. This and the balance of H.S.T.'s story will reveal him as one of the most underrated of our Presidents.

ALLEN KLEIN
Mount Vernon, N.Y.

Sirs:

Not including me's and my's, Truman's first article uses over 400 I's. What would par be for a reasonably modest individual?

PHIL K. BENNETT
St. Louis, Mo.

Sirs:

This much maligned man showed real courage and wisdom in many of his actions. Regardless of our politics we can all learn a great deal of contemporary history from this series.

ERNEST W. MANDEVILLE
Allenhurst, N.J.

Sirs:

You go from the sublime to the ridiculous in following your MacArthur story with Truman's. It is like hosting us to a marvelous dinner and then—a strong emetic!

MARY R. TAYLOR
Arcadia, Calif.

Sirs:

Please send my next four issues of LIFE to some underprivileged Democrat.

MRS. RUTH SVENSSON
Milwaukee, Wis.

Sirs:

You might like to know that President Truman often wrote another kind of personal letter in his own hand. I know a couple who unexpectedly received a long letter from him after they had lost three sons in

the war, and an elderly lady, blinded and paralyzed, who also received a tender, personal note from the President.

REV. H. P. SCONE
Hermiston, Ore.

Sirs:

I couldn't help noticing the similarities between your cover of the Trumans of Independence and Grant Wood's great painting, *American Gothic*.

LORRAINE DOWD
Woodbridge, Conn.



GRANT WOOD'S "AMERICAN GOTHIC"

Sirs:

No wonder Mr. Truman enjoyed 18 years of morning walks in Washington. Eliot Elisofon's photographs of the city were glowing examples of its beauty.

MRS. DOROTHY B. SOLT
East Orange, N.J.

WHICH IS THE MONA LISA?

Sirs:

Such exposés as "Which Smile Is the Mona Lisa's?" (LIFE, Sept. 26) merely confirm the phony values placed on most genuine art. Where esthetic enjoyment is (or should be) the criterion, who cares what an X-ray shows?

P. S. BARROWS
Del Mar, Calif.

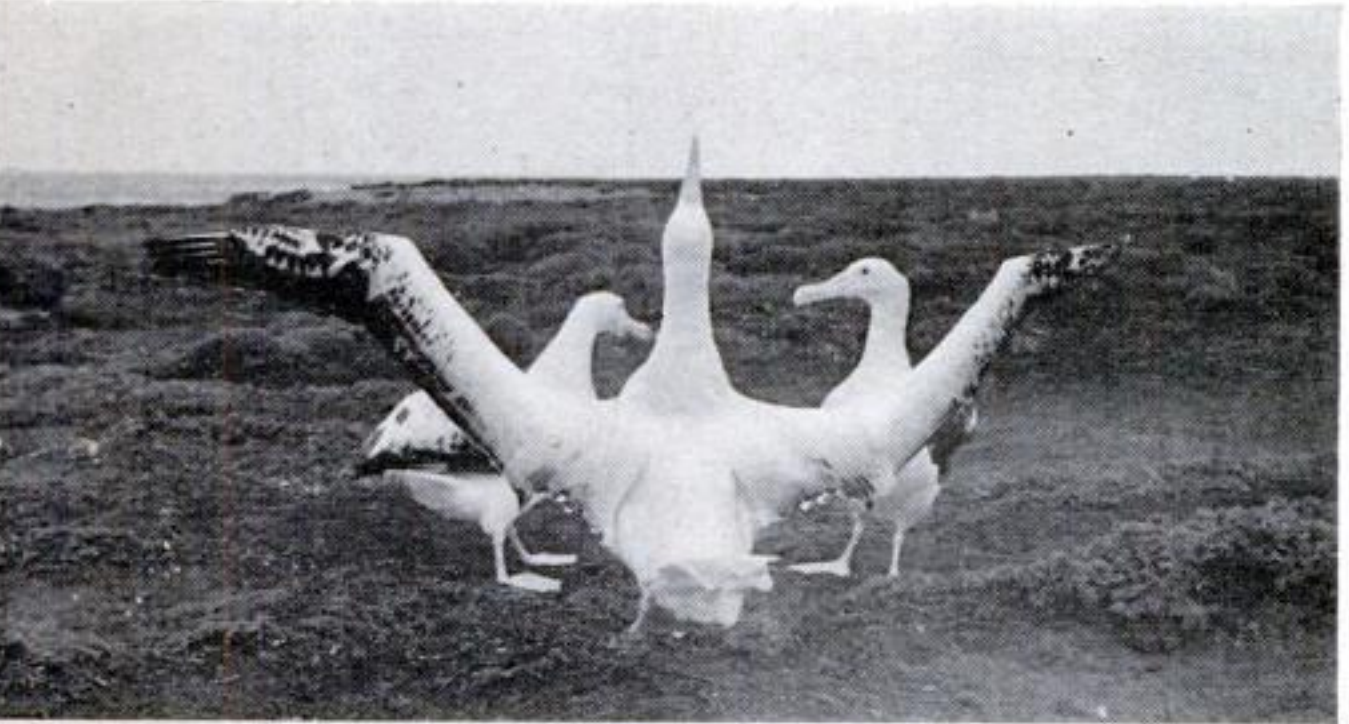
BLUE YONDER TRADITIONS

Sirs:

Please—what is the gooney bird referred to as a possible mascot for the new Air Force Academy in Bill Mauldin's "Blue Yonder Traditions" (LIFE, Sept. 26)? Why should the thought of it as a possible mascot shock the tradition-makers?

JUDITH E. GROSSE
Toledo, Ohio

● The gooney bird (below) is an albatross, known for its stupid antics. It amuses pilots who like to watch it make unsuccessful attempts to take off downwind.—ED.



THE GOONEY BIRD, MAULDIN'S PROPOSED MASCOT FOR NEW AIR FORCE ACADEMY



How we retired in 15 years with \$250 a month

"Here we are, living in Southern California. We've a little house just a few minutes' walk from the beach, with flowers and sunshine all year. For, you see, I've retired. We're getting a check for \$250 a month that will keep us financially independent as long as we live.

"But if it weren't for that \$250, we'd still be living in Forest Hills, and I'd still be plugging away at the same old job. Strangely, it's all thanks to something that happened, quite accidentally, in 1938. It was August 17, to be exact. I remember the date because it was my fortieth birthday.

"To celebrate, Peg and I were going out to the movies. While she went upstairs to dress, I picked up a magazine and leafed through it idly. Then somehow my eyes rested on an ad. It said, 'You don't have to be rich to retire.' Probably the reason I read it through was that just that evening Peg and I had been saying how hard it was for us to put anything aside for our future.

"Well, we'd certainly never be rich. We spent money as fast as it came in. And here I was forty already. Over half my working years were gone. Someday I might not be able to go on working so hard. What then?

"Now this ad sounded as if it might have the answer. It told of a way that a man of 40—with no big bank

account, but just fifteen or twenty good earning years ahead—could get a guaranteed income of \$250 a month. It was called the Phoenix Mutual Retirement Income Plan.

"The ad offered more information. No harm in looking into it, I said. When Peg came down, I was tearing a corner off the page. First coupon in my life I ever clipped. I mailed it on our way to the movies.

"Fifteen years slide by mighty fast. Times changed . . . hard times came . . . the war. I couldn't foresee them. But my Phoenix Mutual Plan was one thing I never had to worry about! 1953 came . . . I got my first Phoenix Mutual check—and retired. We sold the house and drove West. We're living a new kind of life. Best of all, we've security a rich family might envy. Our \$250 a month will keep coming as long as we live."

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$10 to \$250 a month or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for Employee Pension Programs.

Don't put it off. Send for your copy now.

ESTABLISHED 1851

PHOENIX MUTUAL

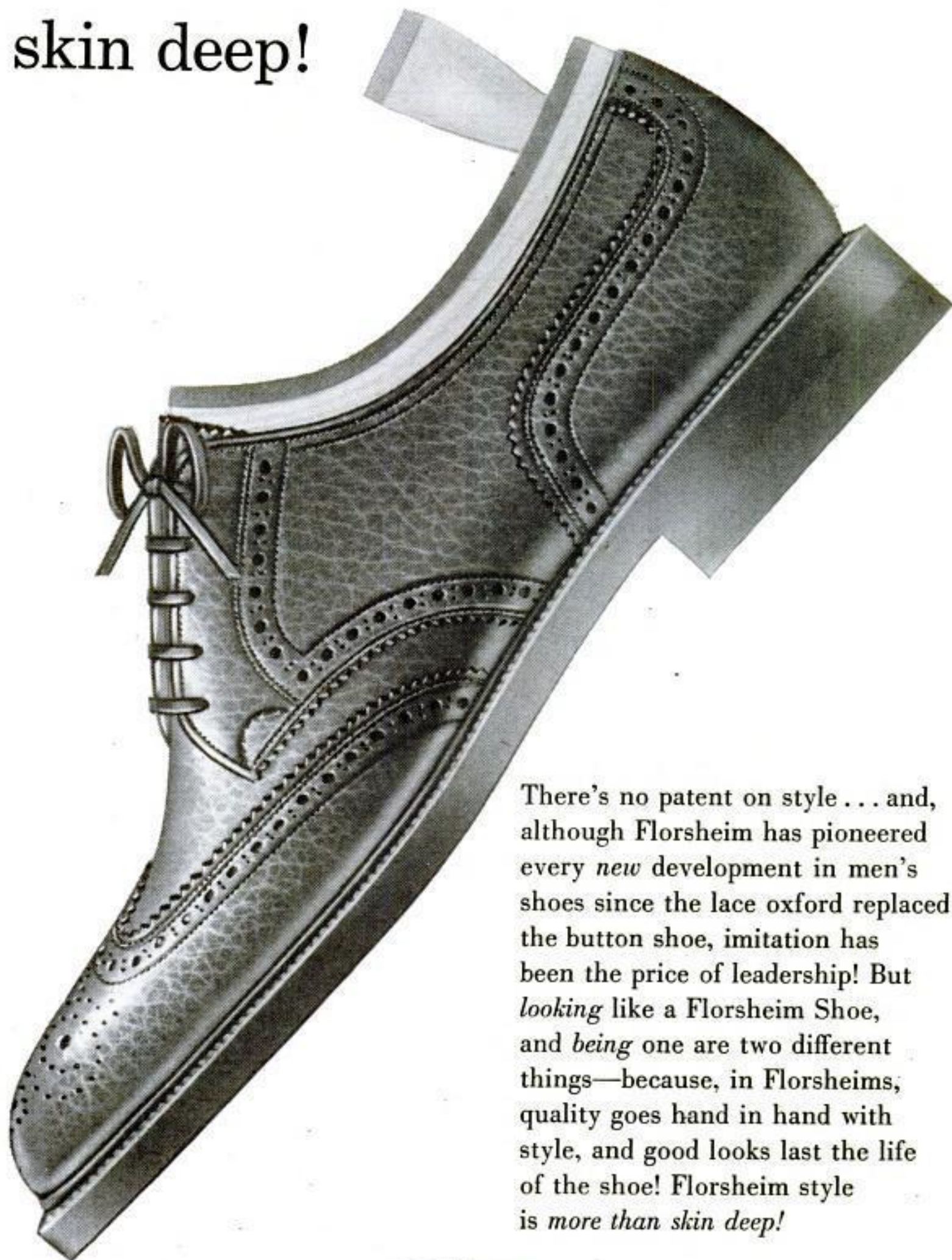
Retirement Income Plan

GUARANTEES YOUR FUTURE

<p>PHOENIX MUTUAL LIFE INSURANCE Co. 160 Elm Street, Hartford 15, Conn.</p> <p>Please mail me, without cost or obligation, your illustrated booklet "Retirement Income Plans for Women."</p> <p>Name _____</p> <p>Date of Birth _____</p> <p>Business Address _____</p> <p>Home Address _____</p>	<p>PHOENIX MUTUAL LIFE INSURANCE Co. 160 Elm Street, Hartford 15, Conn.</p> <p>Please mail me, without cost or obligation, your illustrated booklet showing how to get a guaranteed income for life.</p> <p>Name _____</p> <p>Date of Birth _____</p> <p>Business Address _____</p> <p>Home Address _____</p>
---	---

Florsheim Shoes

with *STYLE* that's more than skin deep!



There's no patent on style... and, although Florsheim has pioneered every *new* development in men's shoes since the lace oxford replaced the button shoe, imitation has been the price of leadership! But *looking* like a Florsheim Shoe, and *being* one are two different things—because, in Florsheims, quality goes hand in hand with style, and good looks last the life of the shoe! Florsheim style is *more than skin deep!*



The KENT, S-1598; tan Walnut calf, wing tip blucher; in black, S-1597.



Most Florsheim Styles
\$17⁹⁵ and higher

The Florsheim Shoe Company • Chicago 6 • Makers of fine shoes for men and women

LETTERS TO THE EDITORS CONTINUED

MISS AMERICA'S ALBUM

Sirs:

Re "Miss America's Photo Album" (LIFE, Sept. 26), Sharon Kay Ritchie, who won the Miss America contest, represented Colorado, but her home is Grand Island, Neb. Many people here think her sister Donna Jo, who placed third to Miss U.S.A. in the Miss Universe contest this year, is even prettier.

MERCEDES AUGUSTINE

Grand Island, Neb.



MISS AMERICA'S SISTER

Sirs:

Knowing Miss Ritchie personally from Denver, I agree that she will not only be the "ideal of little girls" but also the "ideal girl" for big boys!

TOM BATTONE

Yale University
New Haven, Conn.

U.S. TACKLES SCHOOL CRISIS

Sirs:

Regarding "Nation Tackles the School Crisis" (LIFE, Sept. 26), the plight caused by the tremendous birthrate during World War II and in the years following of shortages of classrooms in the U.S. can only be dealt with through federal aid. It is all right to have a White House conference, but action is not likely to come until people individually demand that their congressman do something at the next session or in a special session.

TOM KENDALL

Walnut Creek, Calif.

Sirs:

I'm deeply touched by the mounting enrollment problems in many schools. However I see a ray of hope. Just send me some of those students C.O.D. As basketball coach in a small high school with only six boys, I could use them.

LLOYD LAMB

Hollenberg, Kan.

Sirs:

The Massachusetts conference on education was *not* held at Amherst College, as you reported, but at the University of Massachusetts which is also in the town of Amherst, Mass.

ROCCO R. PETRILLO

Manchester, Vt.

Sirs:

I loved the picture of the neophyte teacher Miss Buske pirouetting happily before the printed greeting to her class, a message made all the more delightful because in her excitement she misspelled her own name! Takes me back to my first day as an English teacher. I was 19 and nervous, but pretending to move in scholarly calm,

I wrote on the blackboard the name of the first literary giant to be studied:
CHALES DIKENS.

ELIZABETH MILLS

Springfield, Mo.

ENOUGH OF THIS HAPPINESS!

Sirs:

Your semi-tongue-in-cheek editorial ("Enough of This Happiness!" LIFE, Sept. 26) reminds me of a comment made by a professor of abnormal psychology: "Virtually every really worthwhile advancement in our civilization has been made by an unhappy or a maladjusted person! In trying out something to become better adjusted, he often helped others when he couldn't possibly help himself!"

Now if they could only get out a pill which would help us determine when we're really miserable, and when we're merely enjoying our poor health!

REV. WILLIAM M. HUNTER

Robinson, Ill.

Sirs:

Re your excellent editorial in which you discuss the drug Equanil: It is being distributed by Wyeth Laboratories as you say, but it was discovered and developed in Wallace Laboratories, New Brunswick, N.J. It is also being marketed by us under the original name, "Miltown."

FRANK M. BERGER, M.D.

Medical Director

Wallace Laboratories
New Brunswick, N.J.

IKE AND THE ELDERS

Sirs:

Ike's remark in your editorial "Ike and the Elders" (LIFE, Sept. 26), "we are going to have a revolution of old men," is historic. We are brutally and uneconomically squandering our human resources through the non-employment of men and women over 40 (many with dependent families). This and their compulsory retirement at 65 are two of the biggest challenges America has to face.

JAMES W. OWENS

Beloit, Wis.

Sirs:

Your editorial strikes at a very real problem to those of us "over 40" who have spent "an agonized and demoralizing year or more seeking as good a job." Although I have spent eight years of my business life abroad, have a knowledge of languages and a well-rounded business background, it has indeed been agonizing and demoralizing to personally discover that the age barrier does exist. My father is still

CONTINUED

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Help Send U.S. Teams to
OLYMPIC GAMES
at Melbourne, Australia

\$70,000.00
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Our Olympic Athletes Urgently Need Your Help

Never before have our Olympic teams had to travel so far as they will to take part in the games of the XVI Olympiad at Melbourne, Australia, Nov. 22 to Dec. 8, 1956, and in the VII Winter Olympic Games at Cortina, Italy, Jan. 28 to Feb. 5. Never before have they faced such determined competition as they will from the more than 70 nations expected to participate. Our United States Olympic teams receive no government financing or subsidy—but only voluntary support from the people of the United States. Your help is urgently needed NOW so that our finest athletes can represent our country in Australia and Italy.

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Match your skill in this thrilling "battle of wits" with puzzlers everywhere. Help the American Flag fly in victory at the 1956 Olympic Games by making it possible for our finest athletes to go to Australia. You will support your country; you will have fun and excitement; and you have just as good a chance as anyone else to win as much as \$30,000.00. HURRY and get started today!

WILL RUSSIA WIN THE OLYMPICS?

"Russia is building the greatest mass army of athletes the world has ever known. Unless there is a sudden awakening in this country, Soviet sportsmen are almost certain to dominate the 1956 Olympic Games at Melbourne, Australia. They threaten to seize the initiative even in track and field, the feature phase of the Games, in which United States athletes have always been supreme since the Games were revived sixty years ago." AVERY BRUNDAGE

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A \$2 DONATION **\$4,000.00**
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Here's a brand-new fun-puzzle contest made-to-order for you. It's exciting; it's thrilling; and the rules are crystal-clear. You don't need dictionaries or reference books. There are no word pictures to identify. You know exactly what words to use and how to spell them. There's no worry or uncertainty. Take a pencil RIGHT NOW and see for yourself what fun it is. How high a score can YOU obtain in the puzzle below?

EXTRA PUZZLE CHARTS SENT ON REQUEST

ENTER NOW—HERE'S HOW!

To solve this easy puzzle, fill the blank letter squares in the chart at the right with letters to spell interlocking names. Use names selected only from the Master List which comprises names of "Olympic Stars" of the past 50 years. No name to be used more than once. Spell from top to bottom for vertical names and from left to right for horizontal names. The "Key" name "OLYMPIC" and the "Key" Letters spotted on the chart, must remain in the positions shown.

Starting with the name section that interlocks with the "O" in "OLYMPIC" select a 5 or 6 letter name with "O" as the first or second letter. Similarly select a 5-letter name to interlock with the "P" in "OLYMPIC." Your next step is to choose a 5 or 6 letter name to interlock with the "C" in "OLYMPIC." To help you get a good start, we suggest you use the 6-letter name "MORNER" to interlock with the "O" and "LEUCHT" to interlock with the "C" in "OLYMPIC." Proceed in the same manner until the necessary letter squares are filled with interlocking names. It is not necessary to fill all the blank letters in each name section as one letter square at either the beginning or end of a name section may be left blank, provided that all names interlock.

Each letter used is given a definite point value (see letter chart) and interlocking letters (which have been circled) are given triple (3 times) their regular value. (It is not necessary to show the separate letter values in each letter square). After you have completed your chart, add up each of the horizontal rows of letters and show these sub-totals in the long ladder-like column at the right. The Grand Total is the total of the 18 horizontal rows of sub-totals added together, which is actually the total point value of all the letters used in your entire puzzle, including the "key" word and "key" letters, not forgetting the triple values where such occur. The object of the puzzle is to obtain the highest possible Grand Total when the 18 rows of horizontal sub-totals are added together. This contest subject to Federal, state and local regulations. Residents of the United States, Canada, Alaska, Hawaii and Puerto Rico who donate \$2, are eligible to enter.

Tiebreaker Mailed Immediately

Each contestant who submits an answer to this Puzzle within 25 points of the Correct High Score, will be eligible to proceed at once to the Semi-final Tiebreaker, which will be similar in style but larger and require more words. All contestants who achieve a Qualifying Score for the Semi-final Tiebreaker—within 50 points of the Maximum Score—will qualify to proceed to the Final Tiebreaker. Consecutive Tiebreaker Puzzles, not to exceed two more, will be employed if necessary to break the ties should such occur in the Final Tiebreaker.

The same day we receive your Initial Puzzle solution—if qualified under the 25-point rule—we will forward the Semi-final Tiebreaker with full instructions by return mail. Complete details con-

cerning this contest and also a Special Offer whereby you have the option of increasing your donation and "stepping up" the value of First Prize from \$4,000 to \$30,000, will be inclosed. If you qualify in the Semi-Final Tiebreaker, no additional money is required, as it is entirely optional whether or not you increase your donation above the original \$2 remittance. When your Initial Puzzle solution is completed, mail it with your \$2 subscription to United States Olympic Committee, Puzzle Campaign Headquarters, 209 Mutual Life Building, Seattle 4, Washington. Remit by Cash, Money Order or Personal Check, payable to the U. S. Olympic Committee.

"OLYMPIC STARS" Master Word List

AUFFRAY	HILL	MORNER	PROKOP
BAHR	HOUSER	NADI	RITOLA
BATE	KAUHN	NAMBU	ROTH
BAYAERT	KERR	NEMETH	SCOTT
BILGE	KOTKAS	NURMI	SERGO
CRABBE	LEUCHT	ODDBORN	TAYLOR
DAVIS	LEWIS	OSBORN	THORPE
DEBRET	LOOMIS	OWENS	TOLAN
DUPONT	LOWE	PAHUD	TYSOE
ELEK	LYSAK	PAPP	VAST
FLACK	MATHIAS	PEARCE	VOIGT
FOSS	MAYER	PEREZ	WAMBST
HENIE	MEDICA	PORTER	WILLS

OFFICIALLY SPONSORED

The United States Olympic Committee has retained G. F. Gemeroy—America's foremost Contest Man—to conduct this fund-raising puzzle contest from his headquarters in Seattle. ALL NET PROCEEDS are turned over to the U. S. Olympic Committee to help them pay the costs of sending our U. S. teams to Australia and Italy. As a guarantee that all prize awards will be promptly paid, \$70,000.00 in cash has been deposited in escrow, ready to be paid the 600 winners of this Contest. At the close of this contest, every entrant will receive a complete list of prize winners as well as a copy of the actual prize-winning solution.



"OLYMPIC STARS" PUZZLE GAME

LETTER VALUES

A-5	B-8	C-6	D-7	E-5	F-8	G-5	H-9	I-5	J-8	K-6	L-9	M-6	N-6	O-6	P-7	Q-8	R-4	S-6	T-8	U-4	V-9	W-4	X-9	Y-9	Z-9
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You have the option of leaving one blank square at either the beginning or end of a name section (See Rules).

GRAND TOTAL ↓

SEND TODAY and learn how you can qualify for PROMPTNESS BONUS 2 round-trip air tickets from your home to the Olympic Games in Melbourne, Australia! Plus \$500 Cash for spending money

SEND \$2 DONATION TODAY

I have shown above my Grand Total for this Crossword Puzzle and also enclose my \$2 donation for the United States Olympic Committee. It is understood the Semi-Final Tiebreaker will be forwarded by return mail provided my answer is within 25 points of the Correct Total. DEADLINE FOR ENTRIES: Jan. 31, 1956. (The option to extend this deadline by not more than 90 days is reserved if deemed advisable.)

Name.....

Address.....

City or P.O.....State or Prov.....

Mail to: United States Olympic Committee, 209 Mutual Life Bldg., Seattle, Washington. Remit in Cash, Money Order, or by Personal Check.



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LETTERS TO THE EDITORS

CONTINUED

going strong at the age of 78, his father died at 95 after being struck by an automobile.

L. DENNISON BEMENT JR.

Deerfield, Mass.

Sirs:

Can it be that the "over 40" work problem discussed in your editorial is partially answered in the same issue? Perhaps the shortage of teachers in American schools could be relieved by tapping this great reservoir of highly experienced over-40 manpower.

Though even those with adequate educational background might not easily recall the declensions of forgotten foreign languages, their more seasoned and mature thinking might qualify them as instructors in many other subjects.

JOHN LINER

Boston, Mass.

RICH MARINE EATS HIS WORDS

Sirs:

In regard to Captain McCutchen and the \$64,000 question, could it be that the reason René Roussin refused to reveal the preparation of Mignonne d'Agneau Royale was because he served it with a bottled sauce?

Roussin recently wrote of the menu he served the president of France. An assistant spoiled the sauce in preparation and the great Roussin had to send to a store to buy six bottles of sauce.

MRS. RICHARD AHERN

Windsor Locks, Conn.

Sirs:

I thoroughly enjoyed the account of Captain McCutchen's royal dinner but have been hungry ever since.

HELEN R. LAUVER

Pittsburgh, Pa.

Sirs:

If it took a tough Marine three and one-half hours to "sturdily make his way" through the nine-course meal, it must have taken the royal diners at Buckingham Palace until midnight to finish the same dinner.

MRS. NANCY TAYLOR

Bowling Green, Ky.

● It took the 183 palace guests exactly 46 minutes to get through the meal. There is no dawdling when royalty dines. When the royal knife and fork are put down, everyone else at the table must stop eating too.—ED.

Please send



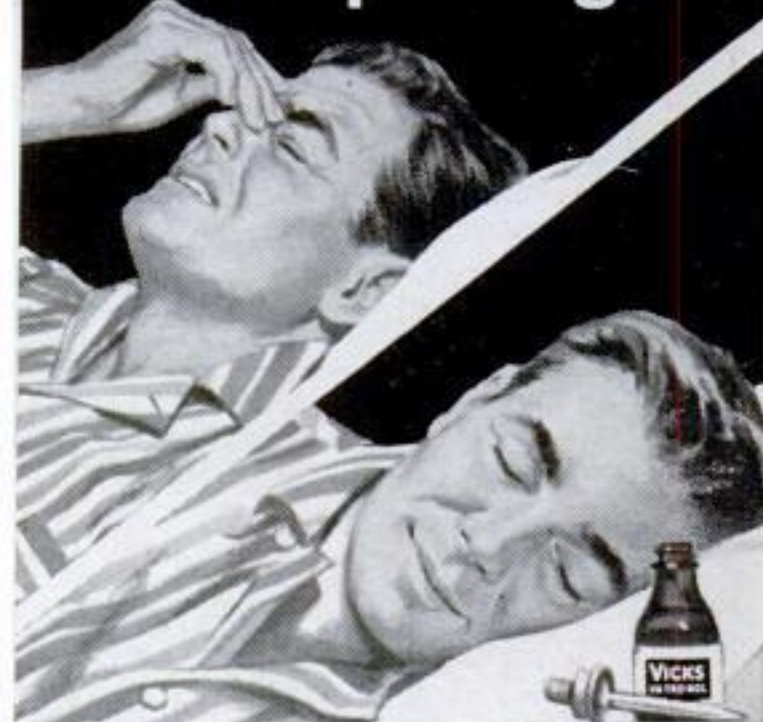
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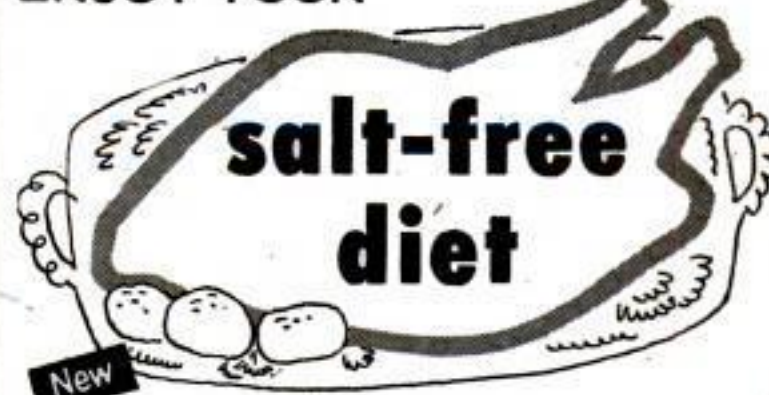
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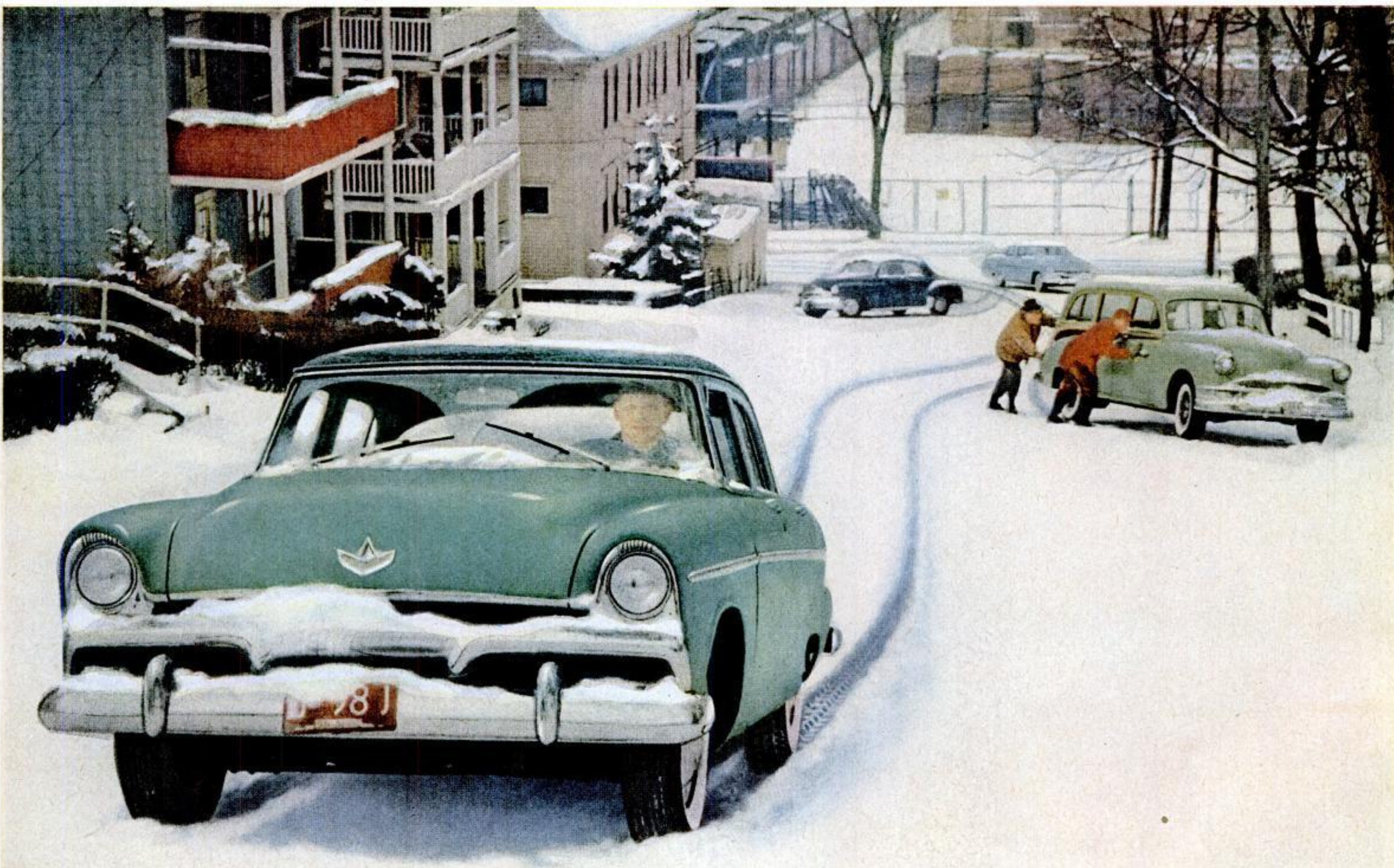
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at the right pulled for only a short distance; then started to slip and spin—lost all of their pulling power. The Suburbanite-equipped car pulled right

to the top without a pause! That's what we mean by greater Suburbanite traction. Get Suburbanites from your Goodyear dealer today.

They'll outpull—outstop—outperform other tires in every winter test!

Only Suburbanites have the logical winter tread design.

Four rows of sharp-edged cleats, angled like a skier's "heringbone" step, dig in like claws for greater traction in deep snow and mud—surer footing on hard-packed snow.

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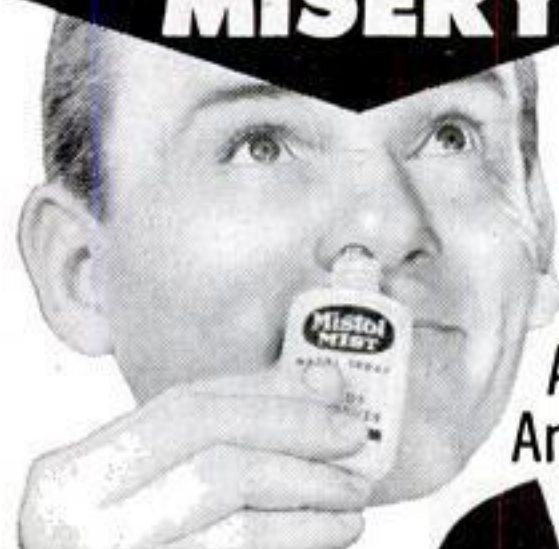
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4. Attach-O-Matic Clip-on Tools—Tools clip to

cleaners' side—always handy.

5. Easy Glide Rug Nozzle—Floating brush picks-up hair and lint.

6. Zip-Clip Top—opens instantly. Zip it's open—Quick it's emptied! Zip it's closed!

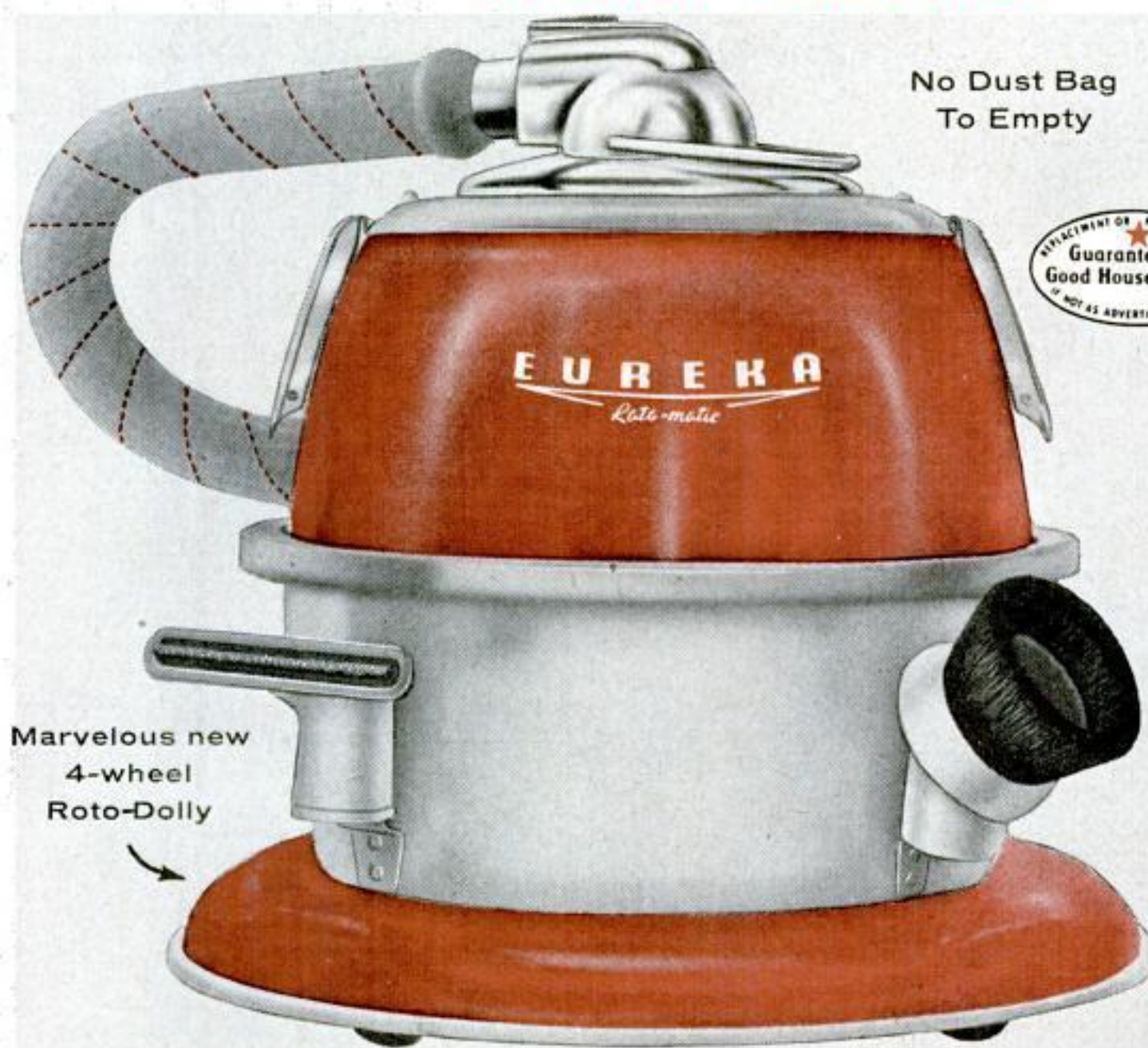
7. Light Weight—Very Quiet—Pounds lighter than other cleaners—No whine.

8. Deluxe 8 piece Set of Cleaning Tools—Lock together

... don't fall apart in use.

9. Miracle Shag Rug Tool (optional)—cleans shag rugs so easily.

and yours for **10-DAY** Home Trial!



No Dust Bag
To Empty



Marvelous new
4-wheel
Roto-Dolly

Never before has so little money brought you so much value in a vacuum cleaner. Already rated No. 1 BEST BUY by the nation's leading independent authorities, the NEW Eureka Roto-Matic offers grand new features in jewel-like beauty, almost unbelievable convenience, absolutely unsurpassed efficiency. Try it in your own home for 10 days. Just call your nearest EUREKA dealer for details.

Still Only

\$69⁹⁵

with deluxe tools and
FREE \$10.00 Roto-Dolly

NO DUST BAG TO EMPTY!

Introducing the New
EUREKA Super Automatic
with motor driven Dirt Disturbulator

— IT BEATS! — IT SWEEPS!
— IT SUCTION CLEANS!

all in one automatic action. You merely guide the cleaner
Specially designed for Carpets and Big Rug Areas

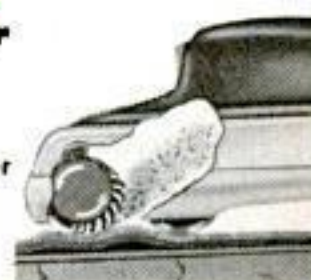
Only
\$89⁹⁵

Tools
Available

You Save

\$30 to \$40 Over
Comparable Cleaners

Eureka Williams Company • Division of Henney Motor Company, Inc. • Bloomington, Illinois
In Canada: Onward Manufacturing Company, Ltd., Kitchener, Ontario



Now! for the first time

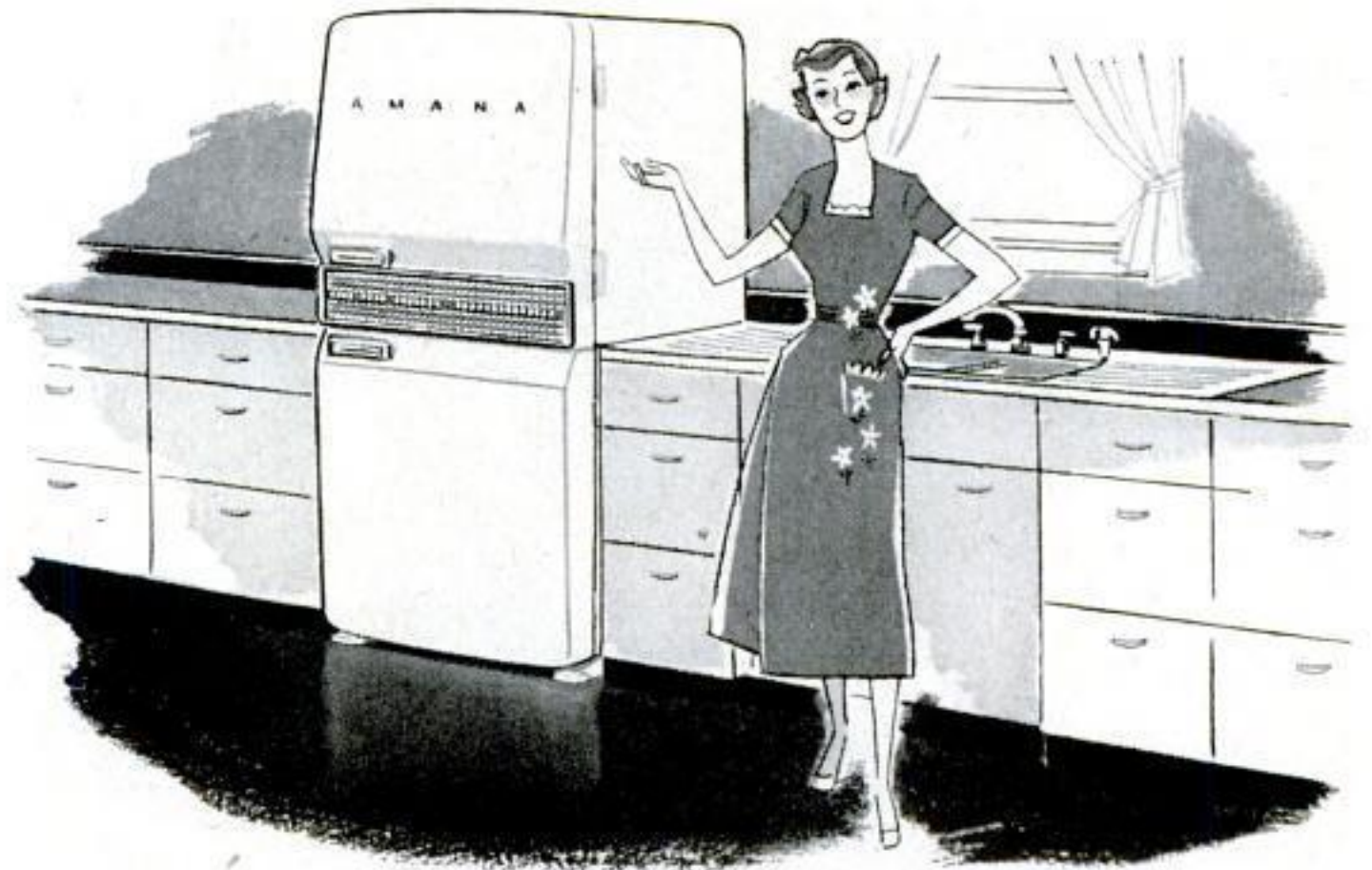


See the new Stor-Mor Freezer-Refrigerator at your dealer's

a genuine **Amana** food freezer *plus* a full-capacity refrigerator

...combined to fit
right in your kitchen!

1. Stor-Mor Freezer section holds 297 pounds of frozen foods alone!
2. Refrigerator section gives storage space equal to a conventional 12 cubic foot refrigerator!
3. Constant Automatic Temperature Control of both Freezer and Refrigerator.



Here's happy news from the greatest name in Food Freezers. News that will solve, at once, the problem of food freezing, storage, and refrigeration for thousands of American families.

Here, for the first time, is *genuine* Amana quality in a *practical*, roomy 8.5 cubic foot Stor-Mor Freezer, plus a full-size refrigerator—combined in the magnificent Amana Freezer-Refrigerator. A compact combination that surpasses, in beauty and convenience features, anything you have seen or will see for a long time to come.

Now thousands who have dreamed of owning an Amana quality freezer can do so without crowding their kitchens or sacrificing any refrigerator capacity whatsoever! For this latest Amana achievement fits the space now occupied by a conventional refrigerator in the kitchen of any average American home.

You'll see Amana know-how in every detail of this superb unit. Controlled temperature means no more frozen milk and foods in the refrigerator section... no more *half-frozen* foods in the freezer section! And of course, there's completely automatic defrosting and controlled humidity in the refrigerator. Note how the precision design makes use of every inch of space everywhere, including famous, exclusive Stor-Mor doors.

Note, too, the genuine Amana features in the generous freezer section. Each shelf features exclusive Amana-Matic freezing! You can actually quick-freeze seasonal bargains, weekly specials from your super market—fruits, vegetables, fish and game in season. Enjoy them later... in *any* season. You shop less frequently. You put an end to menu-monotony. And all this, mind you, using no more floor-space than an ordinary refrigerator!

BIG SPACE BONUS! Meats, leftovers, ice cube trays, desserts, old-fashioned freezing compartments no longer occupy valuable refrigerator space. Food-packing tests by certified home economists prove that the new Amana combination gives you refrigerator storage space equal to that of a conventional 12-foot refrigerator. Plus—a generous 8.5 cubic feet of genuine freezer space!

FOR EVERY TYPE OF HOME! Any home or apartment with a kitchen needs this compact new-type Amana combination. Especially small and large apartments, city folk and suburbanites. It's the modern answer to your entire food problem. It brings true super market convenience to your kitchen.

See your local Amana dealer now. Ask him about the Amana Easy Purchase Plan. Learn how the Amana Plan for Better Living applies to you and *your* family.

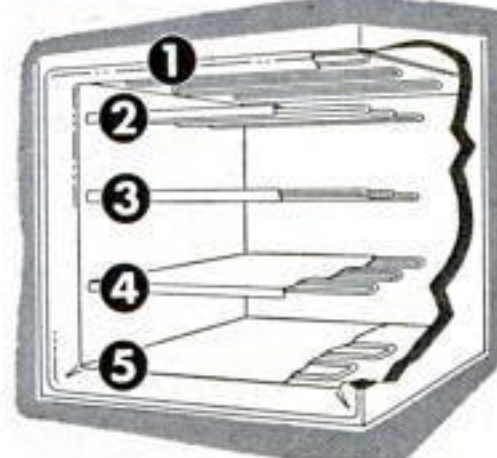
WATCH "YOU'LL NEVER GET RICH" STARRING PHIL SILVERS, ON CBS TELEVISION NETWORK EVERY TUESDAY NIGHT. CHECK YOUR PAPER FOR TIME AND STATION.



EXCLUSIVE POLARAMIC DIAL CONTROL protects precious foods always! Fully automatic cold maintains even 0° temperature in your freezer, yet permits no freezing in refrigerator ever. No frozen milk, rock-hard butter!



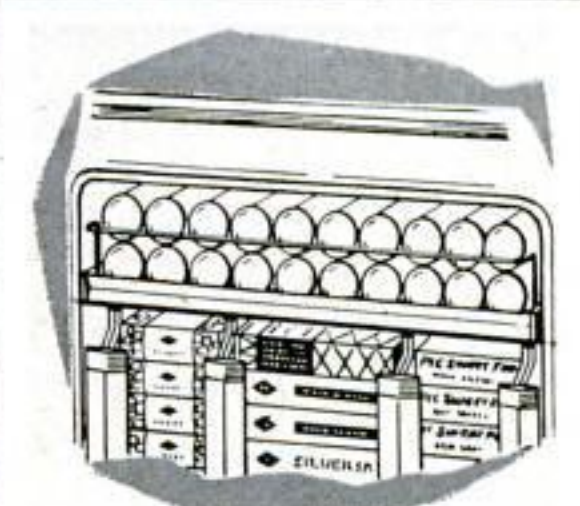
JUMBO-SIZED STOR-MOR DOOR! Food at your fingertips! Big bottle space! Butter-keeper, crisper drawers, cheese, egg sections. Exclusive 3-quart Beverage Pitcher pours from door, or can be removed for table use!



FIVE AMANA-MATIC FREEZING SURFACES! All shelves, and top and bottom of Amana freezer section are prime freezing surfaces. It's exclusive with Amana! All foods are stored on, or directly below, a solid freezing plate!



NO SPACE-WASTING BASKETS in sparkling new Amana combination! Reach in, take what you like without fuss or trouble. It's easier this way. Better too, for food is in constant contact with Amana-Matic freezing surfaces!



AUTOMATIC PACKAGE DISPENSERS! 20 cans of frozen fruit juice snuggle in Stor-Mor freezer door. Easily adjustable food racks fit all standard packages! And, both Amana doors open with easy-push handles!

Amana

"BACKED BY A CENTURY-OLD TRADITION
OF FINE CRAFTSMANSHIP"

AMANA, WORLD'S LARGEST MANUFACTURER OF FOOD FREEZERS,
BRINGS YOU AMERICA'S FINEST QUALITY HOME REFRIGERATION PRODUCTS

AMANA REFRIGERATION, INC. • AMANA 2, IOWA

Producers of food freezers, freezer-refrigerators, room air conditioners
Available throughout the world

He's thirsty for a refreshing drink—
his body is thirsty for Vitamin C



MAKE SURE HE HAS
FRESH-FROZEN
FLORIDA
ORANGE
JUICE

Better for him—
any time he's thirsty!

COSTS LESS THAN 5¢ A GLASS!

**Provides the Vitamin C
your body needs every day!**

Imagine! Pure Florida Orange Juice that costs less than most bottled drinks! Made from Florida's sweetest, juiciest oranges—fresh-frozen to save you time, work, and money, and to supply the Vitamin C *everyone* needs, *every* day. Get several cans of Florida Frozen Orange Juice at your favorite store—get a *week's* supply!

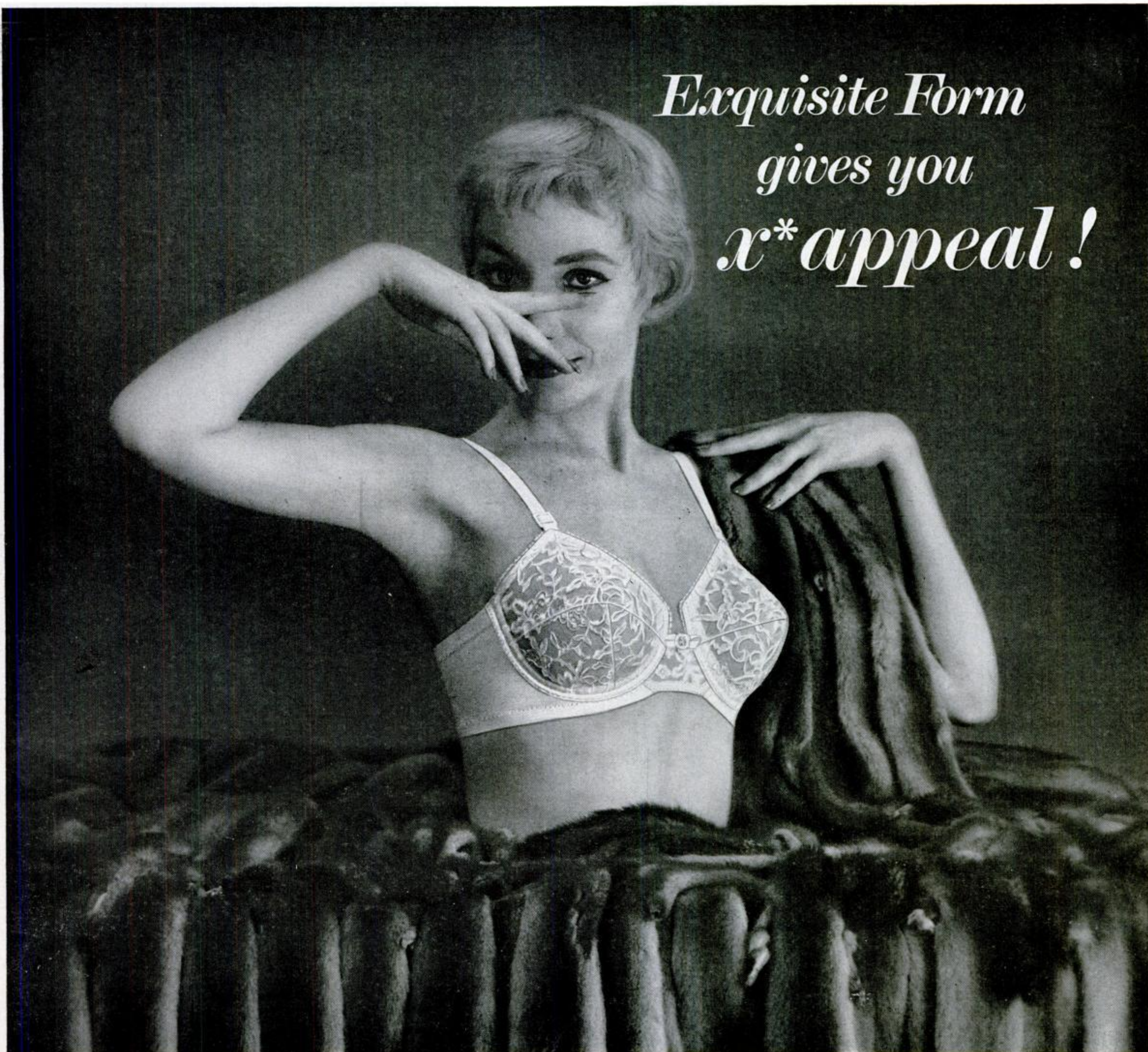


AT LEAST
THIS MUCH
EVERY DAY

Florida  **Orange Juice**

FLORIDA CITRUS COMMISSION, LAKELAND, FLORIDA

*Exquisite Form
gives you
x*appeal!*



**x = glamour plus comfort...*

*yours in **Hi-LOW WITCHERY***

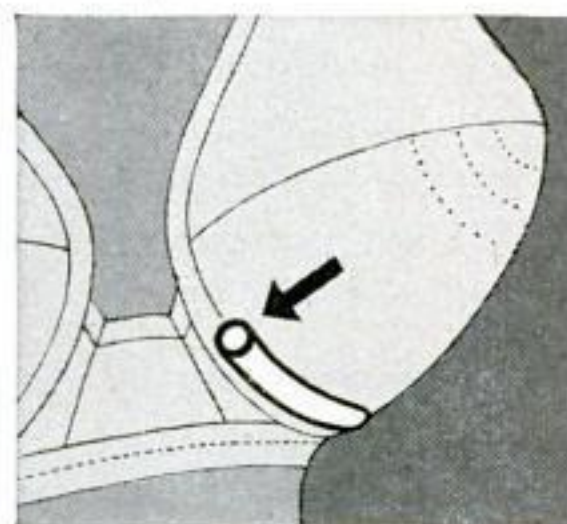
with flat, flexible Ribbon Wire†!

Not even miles of mink could make you feel more alluring! It's the first wired bra that glamour-lifts so comfortably . . . you'll wear it morning, noon and night.

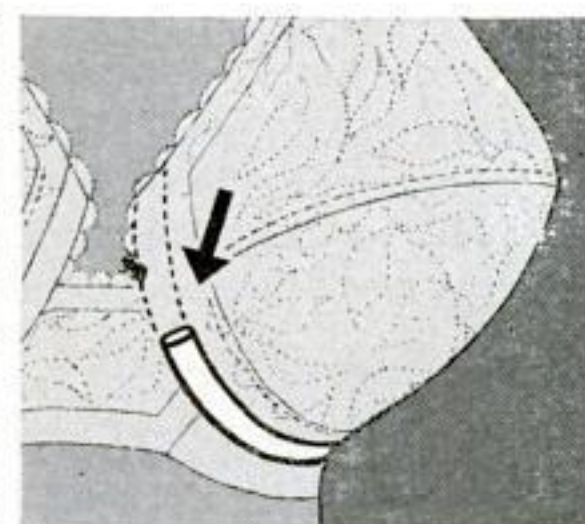
The secret is Exquisite Form's exclusive Ribbon Wire. It's flat as a ribbon, light as a feather, flexible as a willow; *can't* press or dig like the stiff, round wire in old-fashioned bras! Each undercup is *individually* Ribbon-Wired, to end that clamped-in feeling. *No* connecting, painful center wire to poke you, either!

Hi-Low Witchery gently lifts you into rounded beauty curves, no matter what your size; gives you X* appeal! A, B, C, *and* D cups in bandeau and long line styles.

Nylon lace bandeau, \$5. Embroidered cotton bandeau, **\$3.50**



Old Style Round Wire DIGS



New Flat Ribbon Wire FLOATS

Exquisite Form
brassieres give you x*appeal

AT YOUR FAVORITE STORE, OR WRITE DEPT. L-2, EXQUISITE FORM BRASSIERE INC., 159 MADISON AVE., N. Y., FOR STORE NEAREST YOU. †TRADE MARK REGISTERED



Load it any old way. She'll show you that you can dump in a full 9-lb. load without even slowing the Whirlpool down, though

this treatment would stop an ordinary washer cold. Whirlpool agitator action gently draws clothes into tub, without tangling.

All we say is . . . talk to the woman who uses a New 1956 Whirlpool

**LET HER SHOW YOU WHIRLPOOL'S 2 WASHING ACTIONS—3 WATER LEVELS—
7 RINSES—THE MONEY-SAVING SUDS-MISER. THEN SEE YOUR WHIRLPOOL DEALER.**

See!—gentle action for dainty fabrics. She'll show you how agitation and spin-drying action are automatically slowed down by one-third when you set the Wash Dial for "Delicate Fabrics." Daintiest garments and finest woolen blankets may now be washed and rinsed with truly safe hand-gentleness.

Now see!—normal action for regular wash. She'll set the dial for regular washing time (up to 14 minutes). Then Whirlpool's normal action loosens and removes all dirt from even the dirtiest denims. Whirlpool action flexes, circulates and tumbles clothes—keeps them always suspended in water.





Keep your eye on the coin! Even when running at full speed Whirlpool has low vibration, thanks to perfect 3-point suspension. And she'll show you the exclusive 3-level water selector (not 2) that automatically fills the tub with the right amount of water for every load. Saves water and soap.



Look at the savings! She'll show you how Whirlpool's exclusive Suds-Miser automatically lets you use clean hot suds over and over—saves the average family of four up to 26 boxes of soap or detergent—but more! Whirlpool Suds-Miser saves you over 2500 gallons of hot water a year.



Count 'em—7 rinses! She'll show you that Whirlpool's 6 pressure-spray rinses, plus deep agitated rinse, give the most thorough rinsing known, yet you use less water than with ordinary washers. No other rinsing method gets clothes cleaner. After 7th rinse, you can drink the water—it's so clean!



Look—no knots! She'll demonstrate that Whirlpool's thorough washing action will actually untie knots in a towel (some machines practically tie knots). Then she'll show you the finished wash—clean and fresh. (Shown here: Whirlpool Imperial Washer and matching Dryer.)



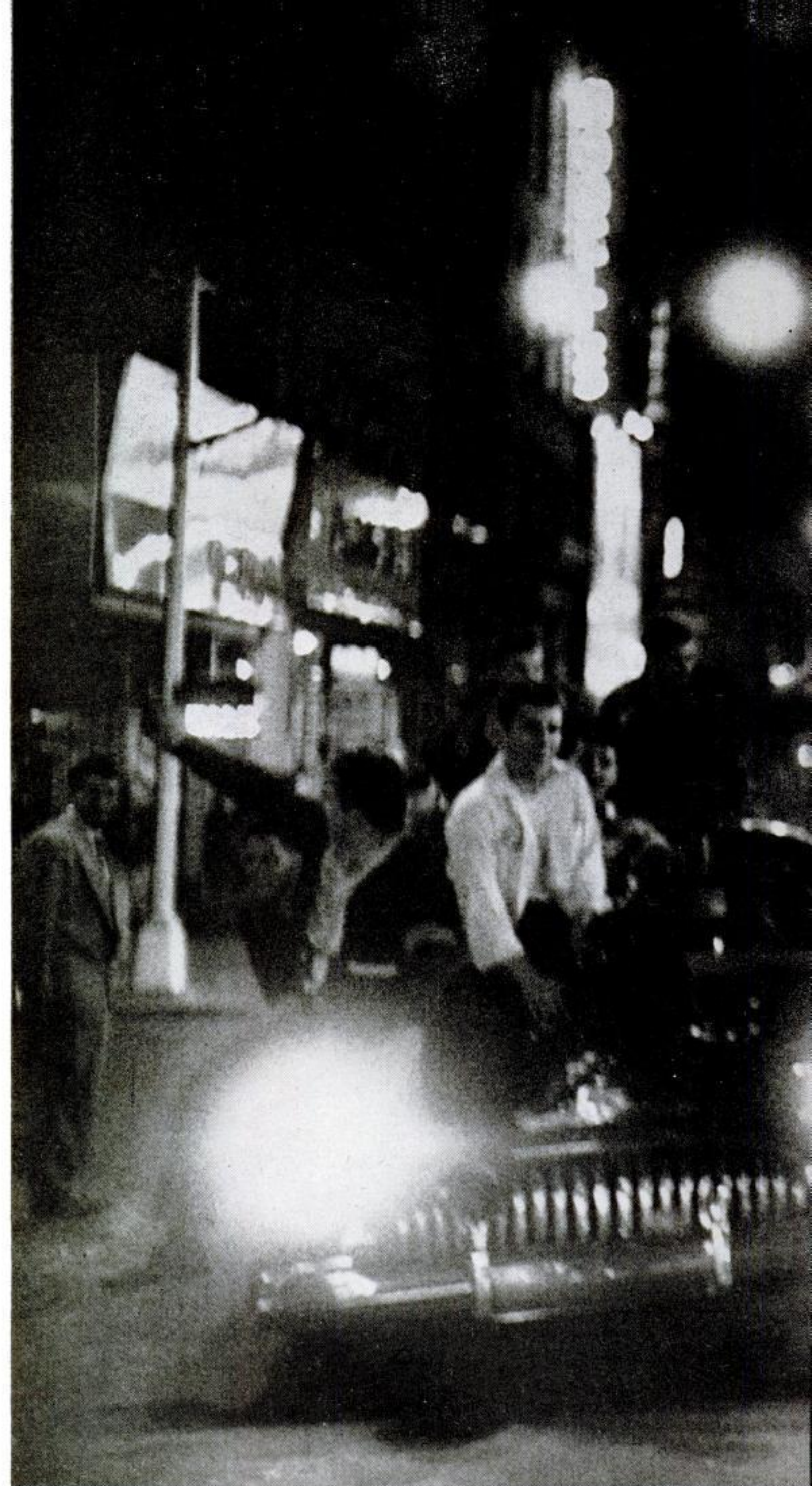
Feel and see the fluffy drying. She'll prove that Whirlpool Dryers beat the sun. Line-dried towel (left) is dry and hard as a bone. Whirlpool-dried towel (right) is fluffy and more absorbent. And spotlessly clean, thanks to the Whirlpool Washer. She'll recommend—as does Whirlpool—all, the "controlled suds" detergent, because her clothes always come out cleaner and fluffier. That's why Whirlpool packs a box of *all* in every new washer.



There's the 5-Year Warranty with every Whirlpool Washer. Only Whirlpool gives such a long Warranty on sealed-in transmission. All replacement parts are available for at least 15 years. Whirlpool Automatic Washers and Dryers from \$159.95 to \$349.95, as low as \$2.54 a week. Whirlpool-Seeger Corp., St. Joseph, Michigan, world's largest manufacturer of automatic home laundry appliances. In Canada: John Inglis Co., Ltd.

TALK TO THE WOMAN WHO USES A WHIRLPOOL—THEN SEE YOUR WHIRLPOOL DEALER

See the Milton Berle—Martha Raye Shows on Tuesday nights, NBC-TV



SIX HOURS AFTER VICTORY, STILL SCREECHING WITH JOY AND TOOTING TIN

BROOKLYN ROLLS,

Precisely at 3:43 p.m. on Oct. 4 baseball's most doggedly devoted and most frequently frustrated fans exploded with emotions they had given up ever hoping to experience and now could not contain. At that moment the Brooklyn Dodgers scored the final put-out against the New York Yankees in the 1955 World Series. For the first time ever the Dodgers were baseball champions of the whole wide wonderful world.

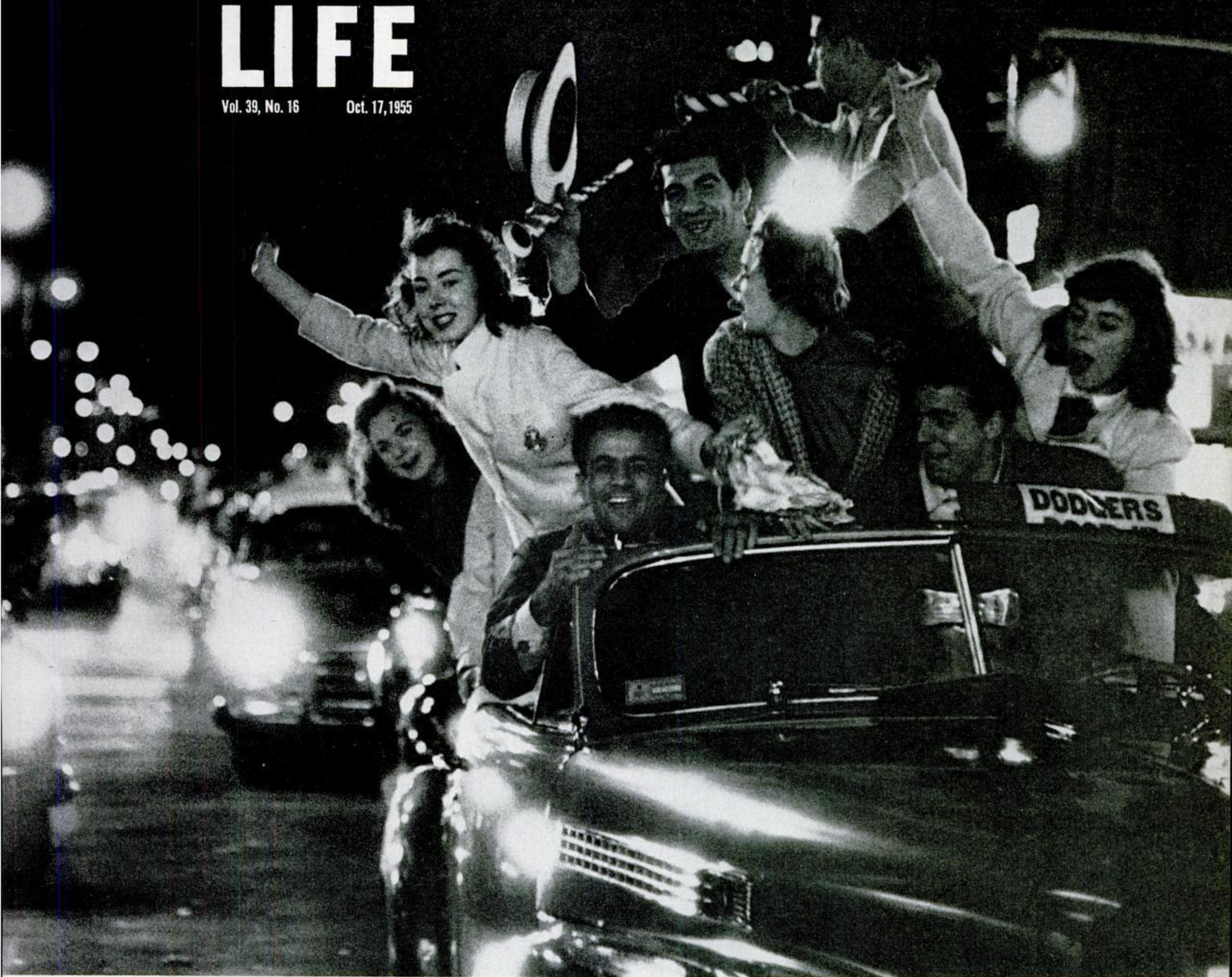
Leaping out of television and radio loudspeakers, and relayed and re-told by boat and factory whistle, church bell, automobile and taxi horn and the shrilly exuberant voices of practically the entire Brooklyn population of 2.7 million, the great news of the 2-0 victory reverberated from the banks of the choppy East River to the shores of Coney Island. The whole U.S., long chafing under the Yankees' proprietary attitude toward world championships, shared Brooklyn's joy. And that joy was undiluted and utterly delirious. Free beer sloshed in saloons. Teen-agers snake-danced in the streets or rode about in impromptu parades, screaming homage to the history-making Dodger team. Policemen beamed benignly

← IN DODGER DRESS AN EAST RIVER TUGBOAT CAPTAIN RAZZES MANHATTAN

LIFE

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Oct. 17, 1955



HORNS AND WAVING EXCITEDLY AT PEDESTRIANS, YOUNG BROOKLYNITES PARADE DOWN A MAIN STREET OF THEIR BOROUGH IN A SPONTANEOUS MOTORCADE

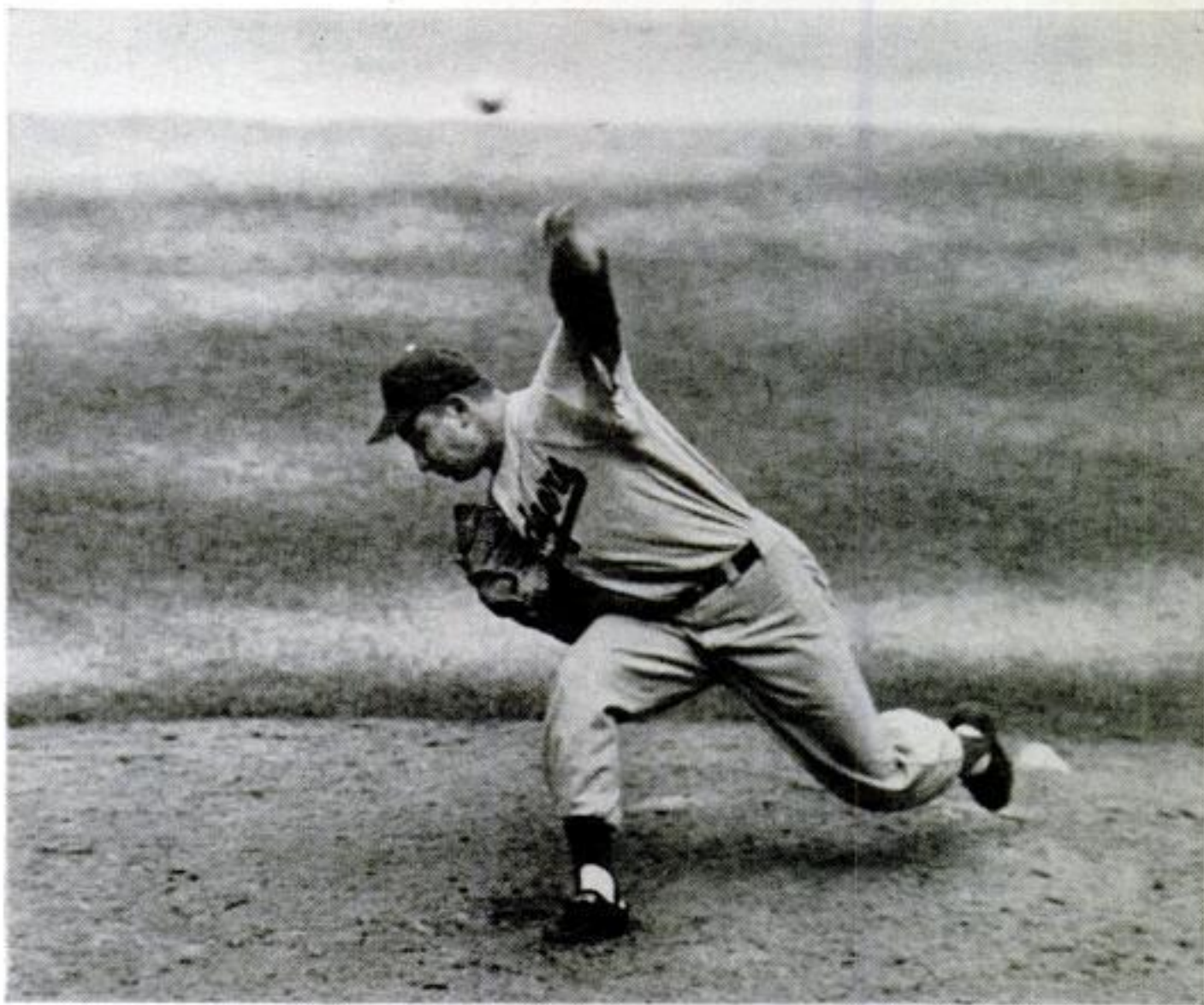
THE U.S. ROCKS

at the outrageous disturbances of what little peace remained. "I should break this up?" said one cop. "They'd think I was a Yankee fan!" Firemen roared away in full apparatus to answer 12 false alarms, and seemed scarcely annoyed at all.

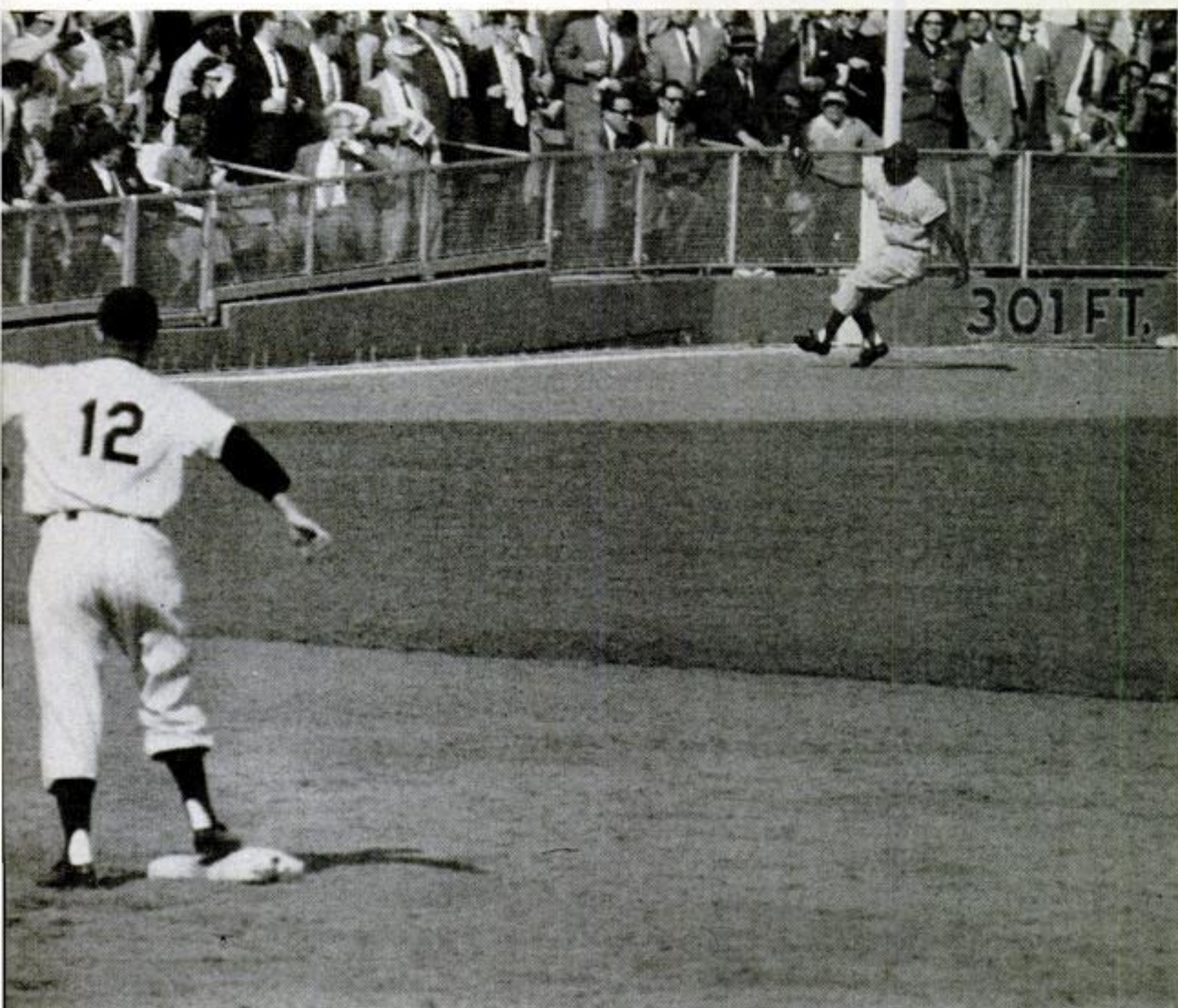
Even though their heroes were over the river and inside the Yankee Stadium, hundreds of fans were drawn to Ebbets Field, the home ball park, as if on pilgrimage to a shrine. On one street corner a banjo-ukulele-drum orchestra played accompaniment to a mock funeral for Yankee Manager Casey Stengel, complete with hearse and coffin, while other Yankees dangled in effigy from lampposts. Through the noisy night and far into the morning the celebration raged on in the borough so long accustomed to October sorrow. Nobody wearied of telling or hearing the stories they will be hearing and telling all through the hot-stove season—how a spry little Cuban left fielder named Sandy Amoros saved the game with a catch and how the unshakable southpaw Johnny Podres, for the second time in the series, threw back the Dodgers' arch-foes (*next page*).

HERO AMOROS, WHO SPEAKS LITTLE ENGLISH, NEEDS NONE TO SHOW JOY →





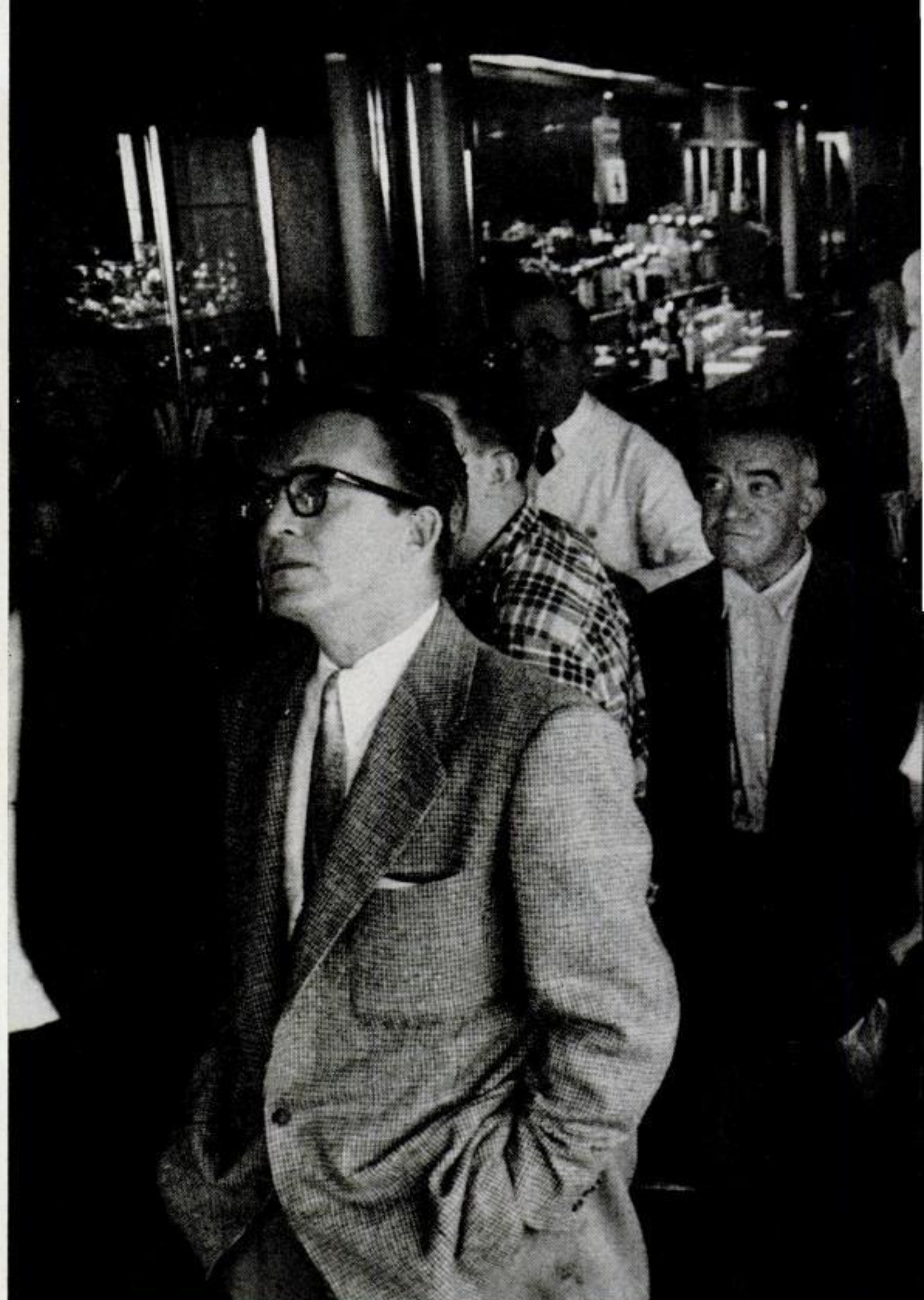
THE BIG MAN of final game, Brooklyn's Johnny Podres, puts everything into a pitch. He put 10 Yankees on the bases but did not let one of them score.



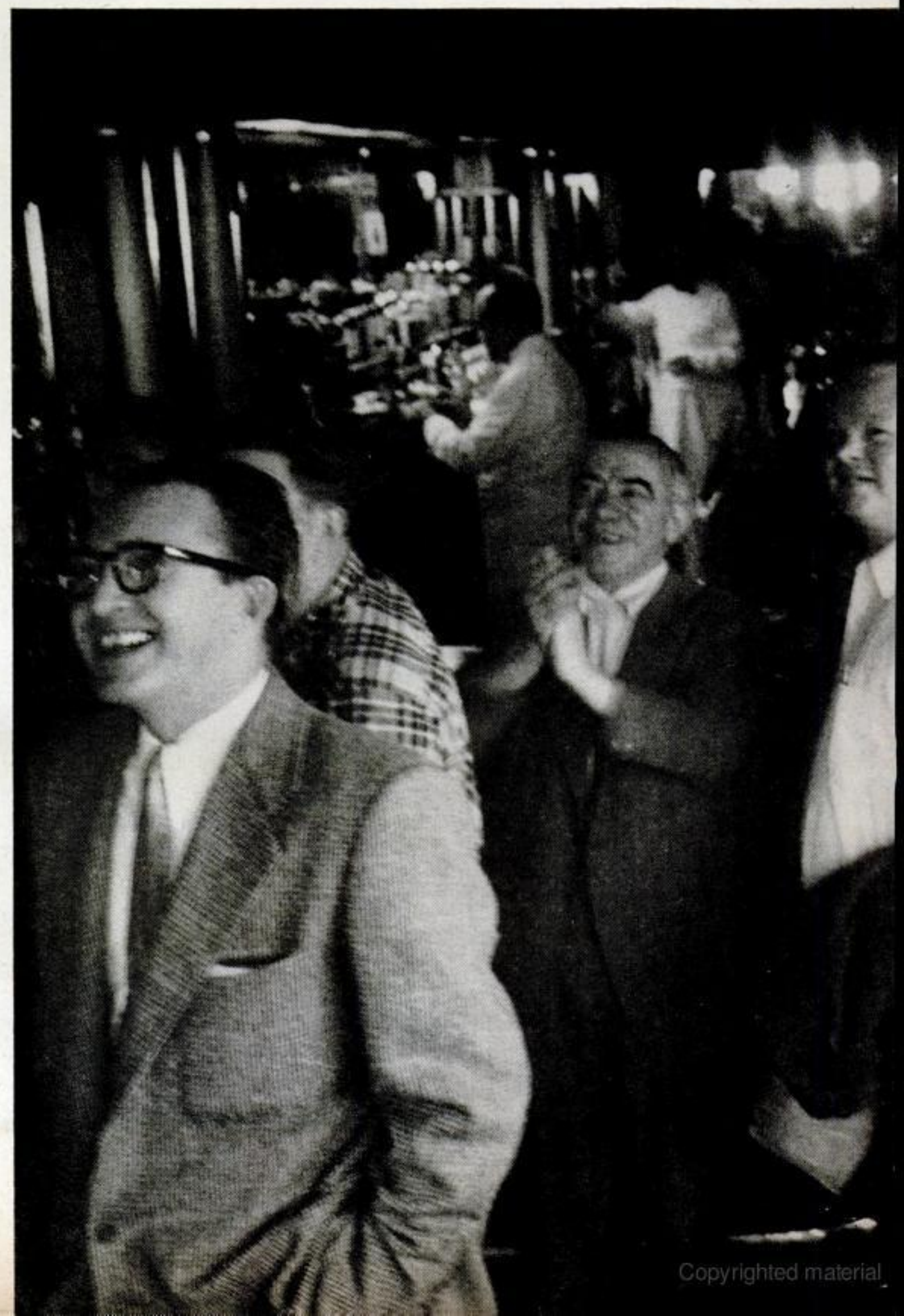
THE BIG CATCH which saved Brooklyn was made by Sandy Amoros in left field. At second Yanks' McDougald (No. 12) looks before backpedaling to first.



THE BIG OUT, with two Yankees on base, came when relay throw after Amoros' catch beats McDougald to First Baseman Gil Hodges for a spectacular double play.

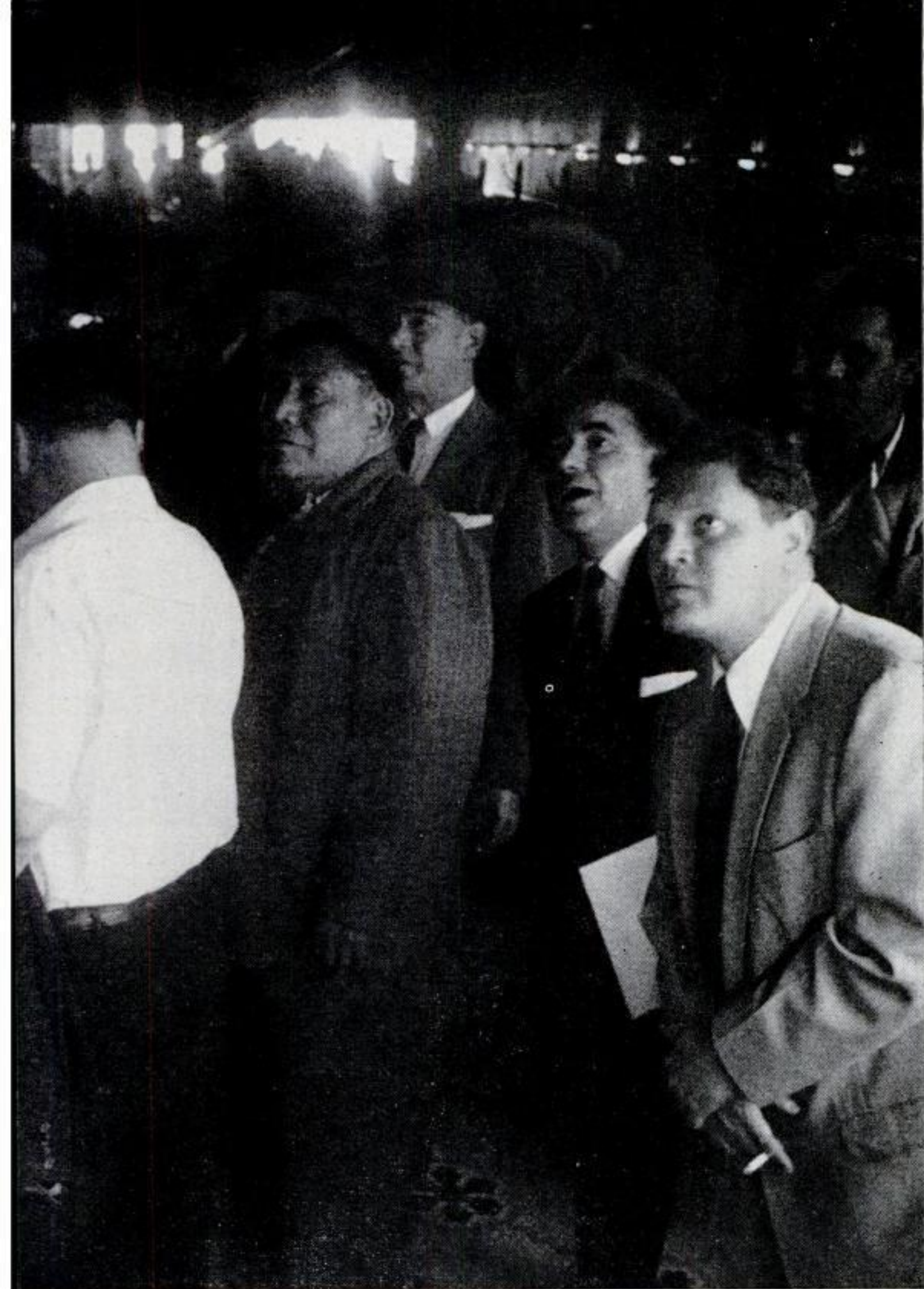


TORTURED BROOKLYN FANS WATCH THE LAST PITCH ON TV AT JOE'S BAR.

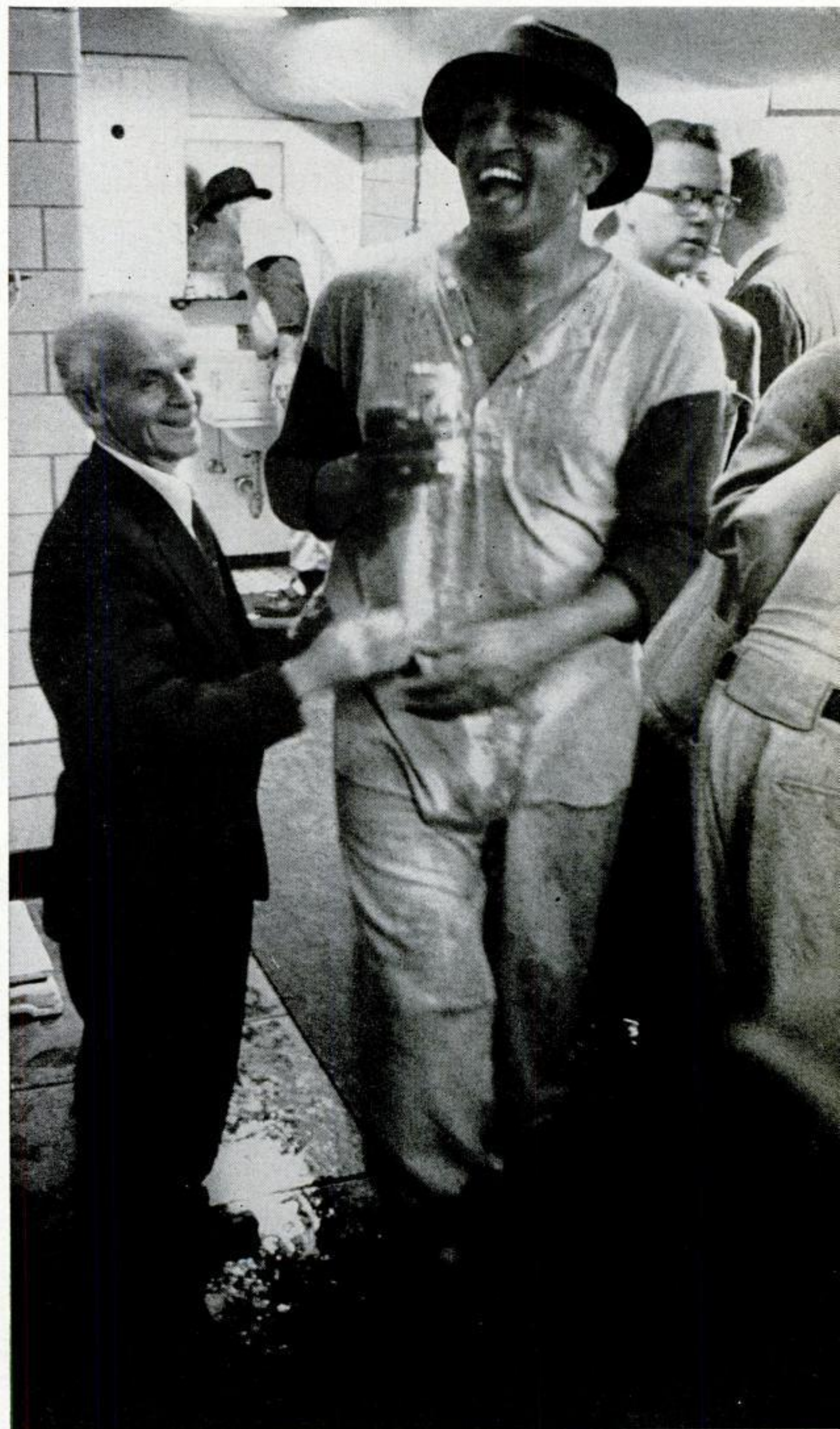


NINE INNINGS UNDER PRESSURE BEFORE DELIVERANCE AND BEER

The seventh series game was not only the decisive game but also the most nerve-racking. It made TV watchers hold their breath in places like Joe's Bar (*left*) and in the Dodger dugout it kept players jumping up to take quick drags from cigarets in the runway under the stands. Between pitches Southpaw Johnny Podres (*top, opposite*) paused nervously to finger the rosin bag. His fortitude and change-up curve kept the Yanks under control most of the time. A desperation catch by Sandy Amoros knocked down the Yankees' strongest uprising. But the tension never let up. "I kept trying to spit out there," confessed Shortstop Pee Wee Reese, "but I just couldn't." Then, with the last out, the celebration which was to envelop the whole borough began in the Brooklyn clubhouse (*below*).

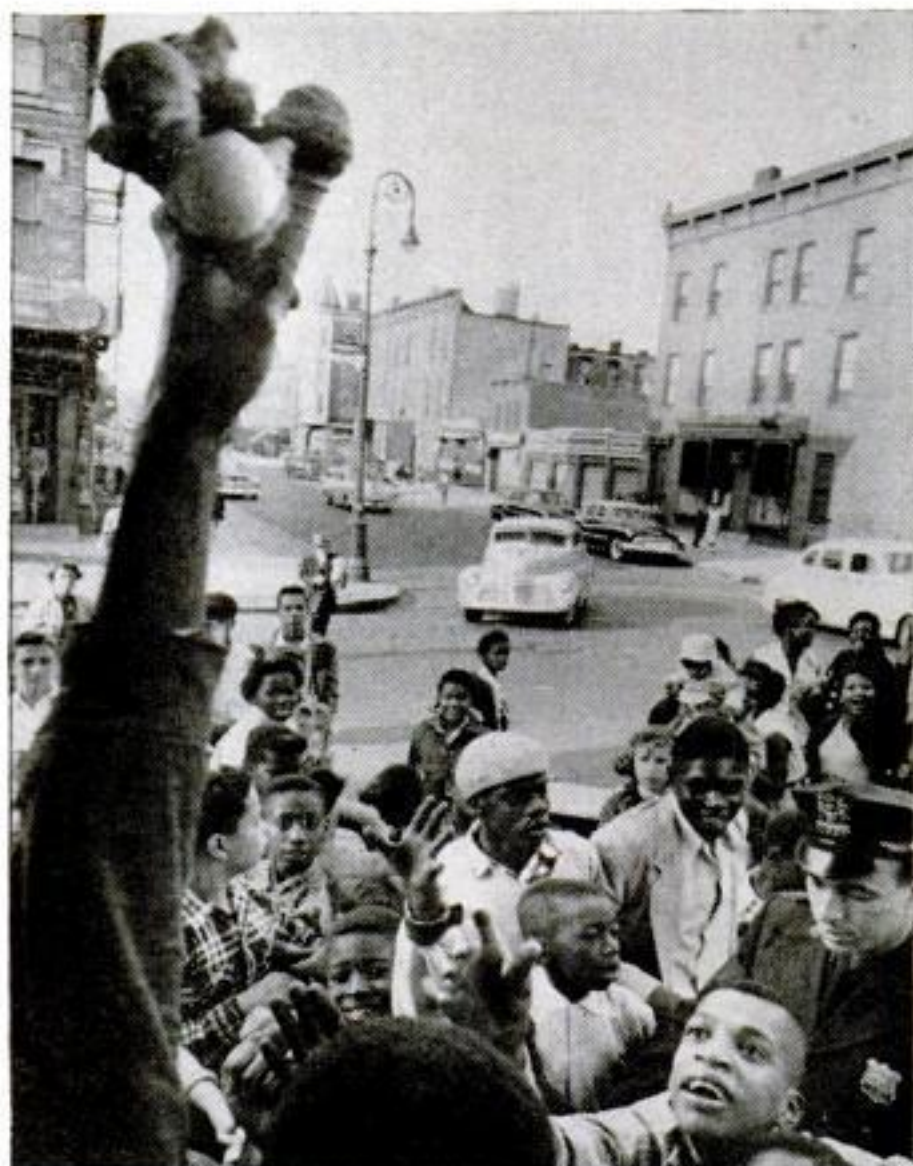


A MOMENT LATER (BELOW) THEIR FROZEN FACES MELT INTO HAPPINESS



BEER-SLOSHING PARTY in Dodger clubhouse soaks big Don Newcombe who does not mind as he accepts congratulations from Yankees' Jack Farrell (*left*).

THE BERSERK BOROUGH CELEBRATES ON AND ON AND ON



ICE CREAM GIVEAWAY by a Brooklyn cafe owner draws mob of kids as cop stands by to keep order.



GARBAGE LID BEAT is a jiving girl's accompaniment for the singing of another girl perched on the hood of an automobile.



MOCK MAYHEM is committed by fan kicking a dummy dressed as a Yankee.

MINING VILLAGE OF WITHERBEE RECEIVES ITS HERO SON



AT THE BREAKFAST TABLE back home in mining town of Witherbee, N.Y., Johnny wades into a meal

cooked by mother. Brother, Jimmy, 6, and father, Joseph, a onetime semi-pro baseball player, watch.



IN THE BACKYARD, while neighborhood children feast their eyes on the hero, Johnny tries to get his

brother to stand up so he can inspect his clothing before parade. Porch was decorated by townspeople.





CHAMPAGNE SHOWER by bartender in a Dodger uniform douses patron having drinks on the house.

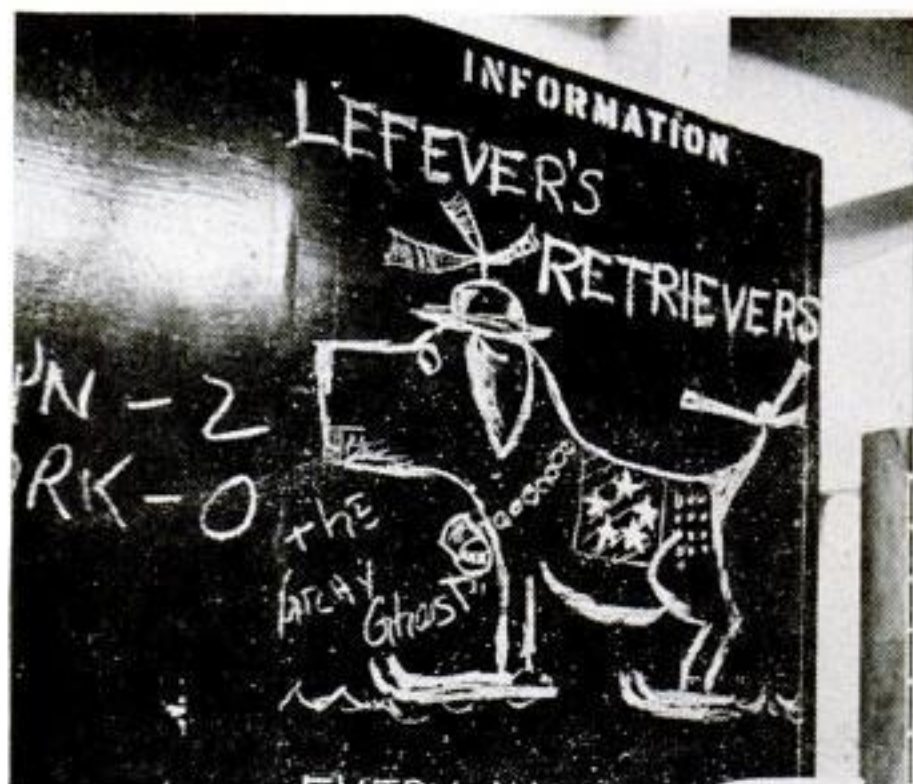


TAVERN TURMOIL erupts seconds after the final putout as a woman customer jitterbugs with joy.



BOISTEROUS DANCE at team party is led by hero Johnny Podres. Partner is club official's daughter.





BLACKBOARD ART on *Saipan* depicts mission as propellered hound named after the squadron leader.

A MERCY LIFT FOR NEIGHBOR

Navy aids Mexican flood victims

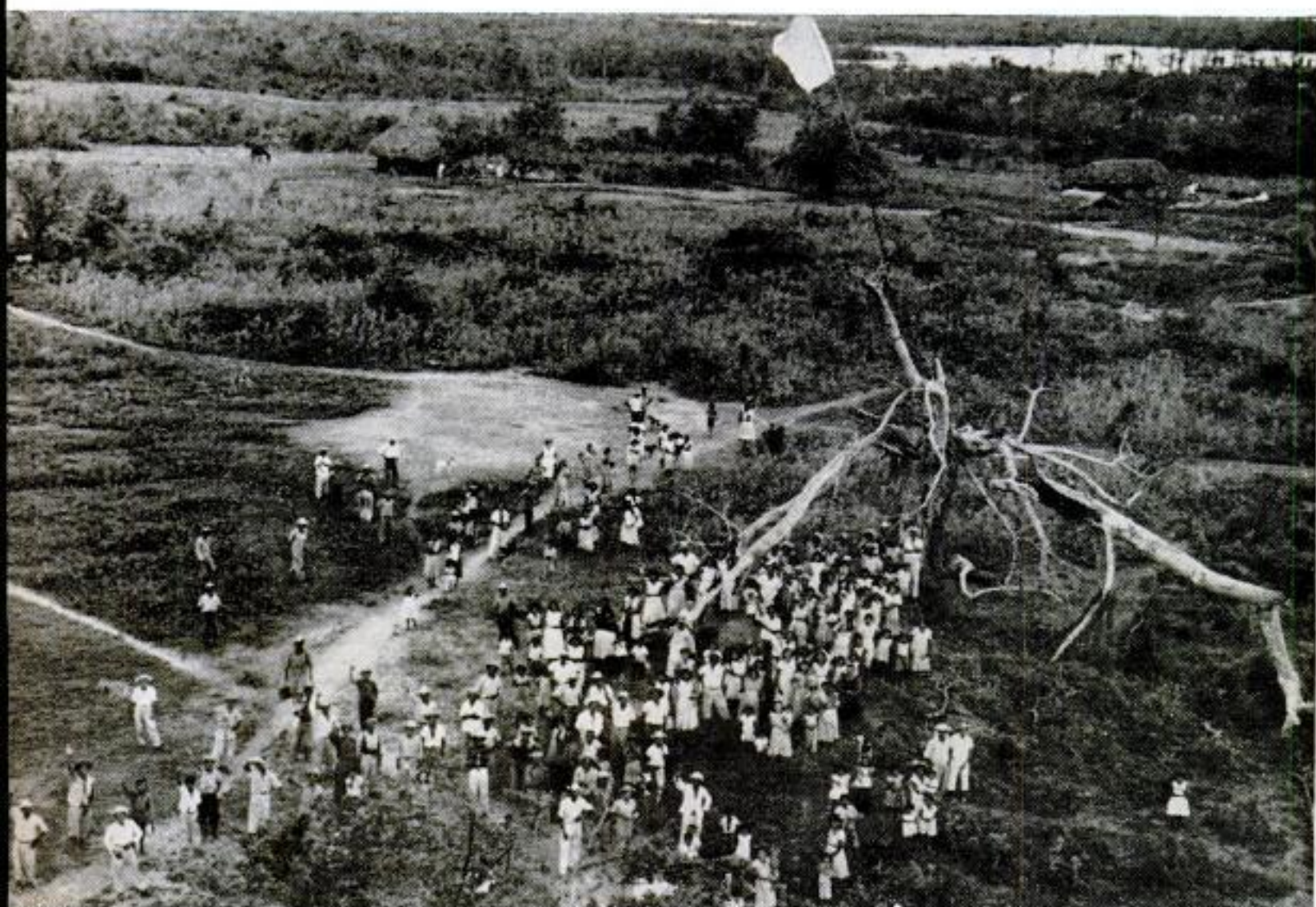
The U.S.A. last week proved to be a good neighbor when flood-stricken Mexico desperately needed one. The Navy carrier *Saipan*, rushing to Tampico on a mercy mission, found that the gulf town had almost disappeared beneath flood waters caused by three Caribbean hurricanes which, instead of heading north, had blown west to Mexico. Refugees, crowded together on high ground, were running out of food, water and medical supplies.

The *Saipan's* 14 helicopters whirled in to aid Tampico. Working 18-hour days, pilots flew 2,166 sorties, taking dozens of medical teams to isolated areas and hauling 5,871 imperiled Mexicans to safety. Meanwhile, U.S. Air Force cargo planes brought in 469,000 pounds of food and clothing. But Mexico's floods had taken at least 500 lives and the government was considering a drastic proposal to evacuate devastated Tampico's entire 100,000 population.



DANGLING FARM WIFE is hauled to safety above thatched-roof buildings surrounded by waters of the

Panuco River. Some victims, though unafraid of the helicopter ride, stubbornly refused to abandon



HOISTED FLAG put up by homeless families southwest of Tampico attracts helicopter. Pilot had lowered a Mexican doctor earlier in day to treat the sick.



SCRAWLED MESSAGES (turn upside down to read) urge helicopter to drop food on rooftop. Half-submerged building was one of few still visible in village.



homes and leave possessions behind. Navy rescue pilots, exceeding the normal maximum weight load,

sometimes took on more than three tons of passengers in their big twin-motor Piasecki helicopters.



IN MIDDLE OF CITY helicopter edges off a roof where it had picked up capacity load of Tampicans.



CLINGING TAMPICAN is carried through rushing flood waters by U.S. sailor from the *Saipan*, whose crew members commandeered boats for rescue work.



GUIDING RESCUER back to *Saipan*, crewman brings helicopter to deck at end of day. Mechanics worked through night on helicopters for next day's operation.



COMPANY SNIPER armed with a rifle crouches in a doorway at Perfect Circle foundry and aims at strikers outside. A union photographer took this picture.



UNION SNIPER, hugging wall of an empty house just beyond the plant fence, raises his pistol to fire toward the besieged foundry. Behind him stands part of



SNIPER'S VICTIM, union said, was hit by marksman shown in picture at top. He is U.A.W. member Paul Carper, who drops trousers to examine thigh wounds.

OLD-STYLE LABOR WAR

Bitter 10-week strike produces bloody gunfight as

An Indiana city last week exploded with the kind of bloody labor battle whose ugly look the U.S. had almost forgotten. Inside the Perfect Circle piston ring foundry at New Castle (pop. 18,271), some 120 nonstriking workers and officials armed with pistols, rifles and shotguns watched 1,200 members of the United Auto Workers marching to shut down the plant. Shots rang out from the factory (*top, left*). The march stopped and then answering shots whistled from beyond the plant fence (*above*). Before the volleys ended, seven men and a woman were wounded.

The trouble had been building up ever since the union struck the foundry and three other Perfect Circle plants in July. The union's key demand was for a union shop to replace the present contract's open shop. It also wanted negotiations at New Castle to cover all four plants. But the company, aware that weak locals at the other three plants were weakened by worker dissension, insisted that each plant negotiate separately.

OUTSIDE LOOKING IN, UNION MEMBERS JEER NONSTRIKERS LEAVING PLANT





the attacking crowd of 1,200 U.A.W. members and sympathizers, whose shots wounded five plant workers. Picture was taken by one of the trapped nonstrikers.

EXPLODES IN INDIANA

union tries to shut down an embattled foundry

When the strike began, the Perfect Circle foundry at New Castle shut down. But the company, a family concern headed by Ralph Teetor, an uncompromising, totally blind engineer, used nonstrikers to keep operations going elsewhere. After mass picketing was barred, the New Castle foundry reopened. Nonstrikers were beaten up, and company officials stored arms in the plant. When 35 strikers, including the president of the New Castle local, were fired violence was set off.

Indiana's lieutenant governor, Harold Handley, sent 200 state troopers to New Castle and brought a cease-fire. Then Governor George Craig, Handley's bitter political rival, went him one better. Phoning from Florida, he called out the National Guard with tanks. This brought angry protests from all over the state for Craig's long-distance interference. In New Castle a company-union truce meeting failed, and amid threats of renewed violence the company announced plans to reopen the foundry.

INSIDE LOOKING OUT, NONSTRIKERS WATCH TENSELY THROUGH WINDOWS



LIEUTENANT GOVERNOR, Handley, gets question from union crowd.



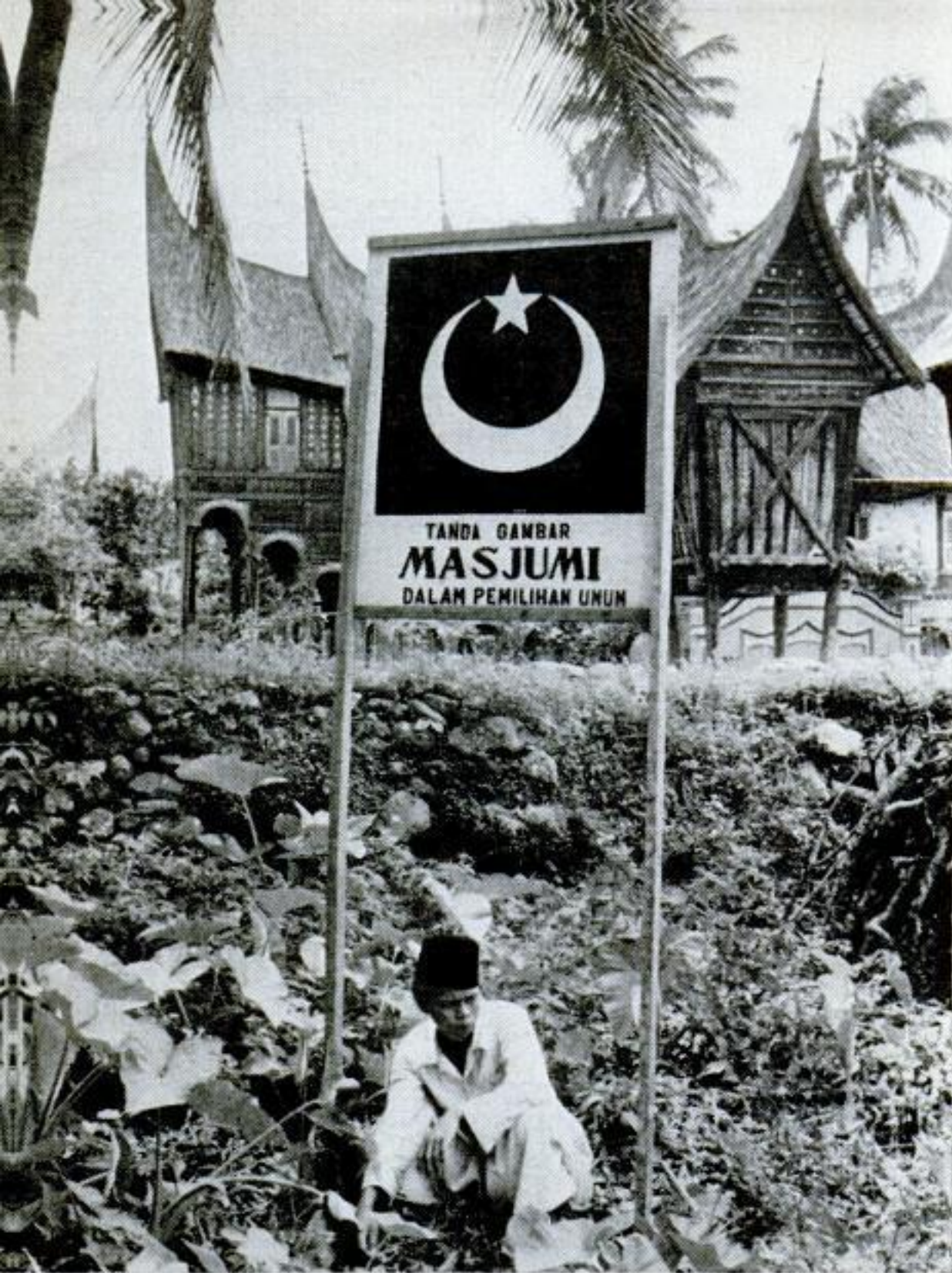
THE GOVERNOR, George Craig, got the bad news on his Miami vacation.



GUARDSMEN'S TANK, one of two World War II M-47s which rumbled into New Castle when the governor called out the National Guard, parks near armory.



TRUCE MEETING called by the mayor, Paul McCormack (left), hears Carl Batchfield (center), president of union local. At right are other union officials.



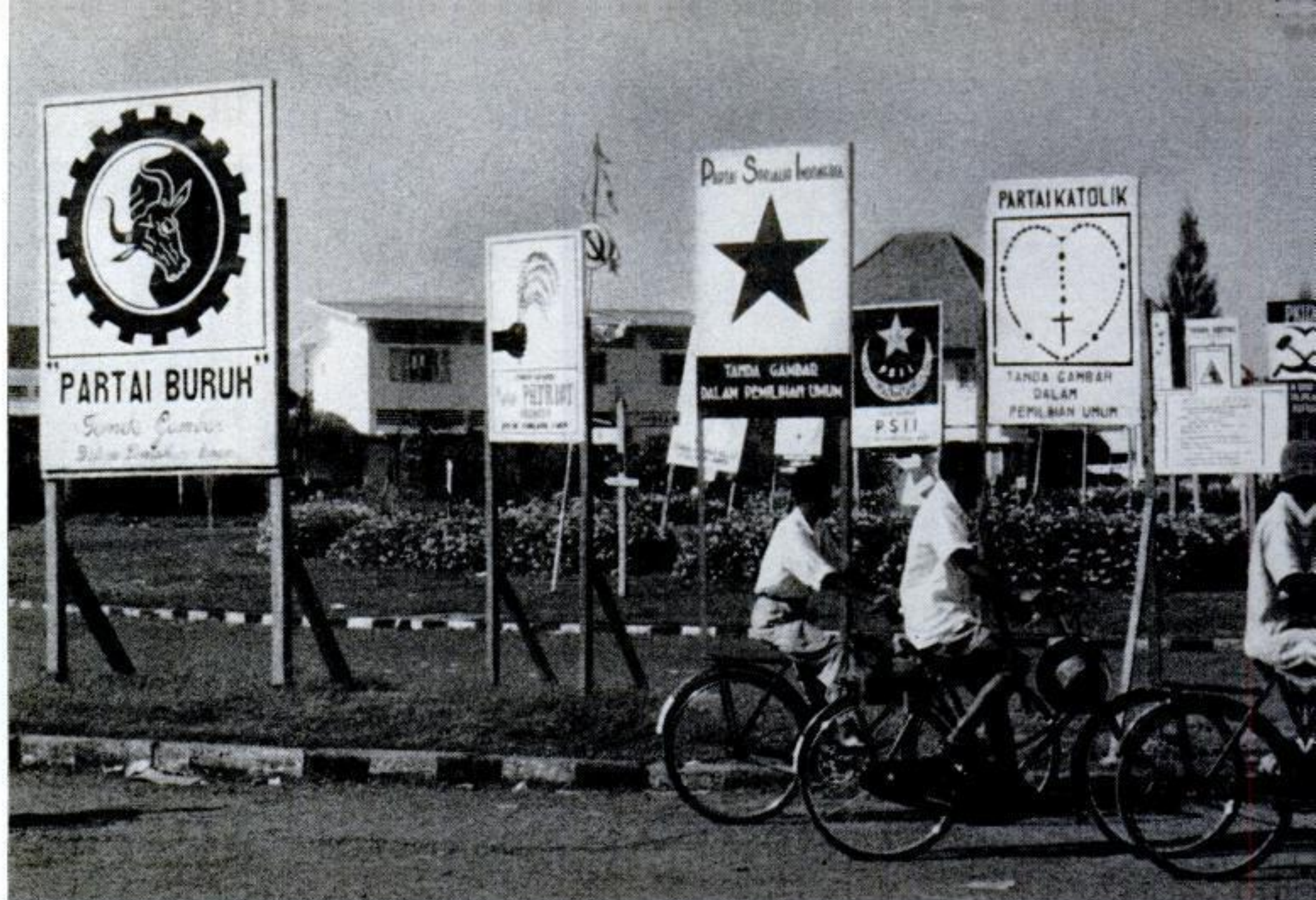
MASJUMI POSTER with Moslem star and crescent stands near a typical peak-roofed Sumatra house.



RED HEADRESS, hammer and sickle, identifies party supporter at Communist rally near Djakarta.



SOCIALIST POSTER with star and a Hindu god of plenty rises amid statues at Hindu temple on Bali.



MASSED SIGNS, showing party symbols used on ballots, line a street in Djakarta, the capital. From

left they include Labor's wheel, Patriots' fist, Socialists' star, star and crescent of two Moslem parties,

AFTER HOT INDONESIA CAMPAIGN A COLD SHOULDER FOR THE REDS





Catholics' rosary, Communists' hammer and sickle, Nationalists' triangle, Indonesian People's shield.



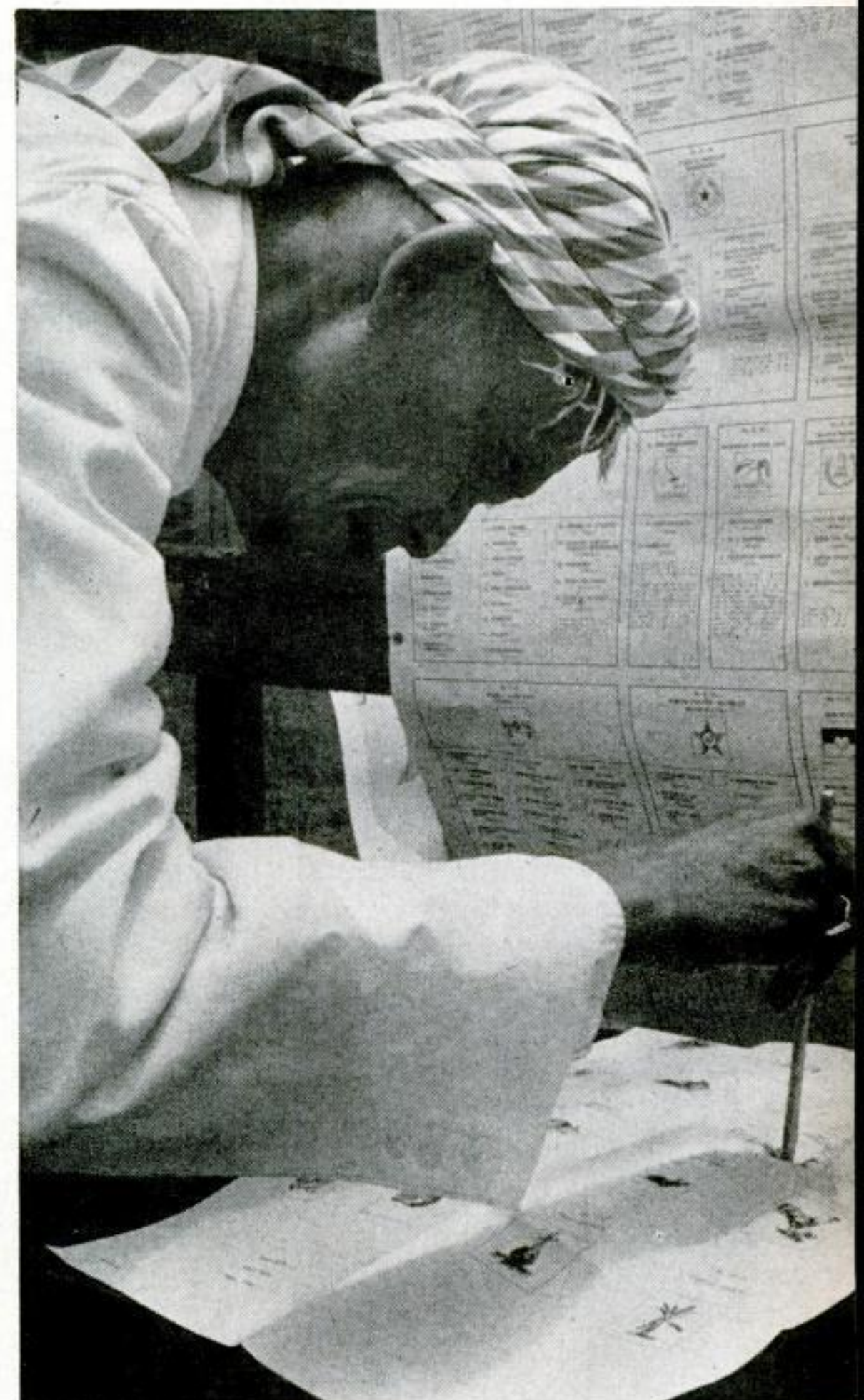
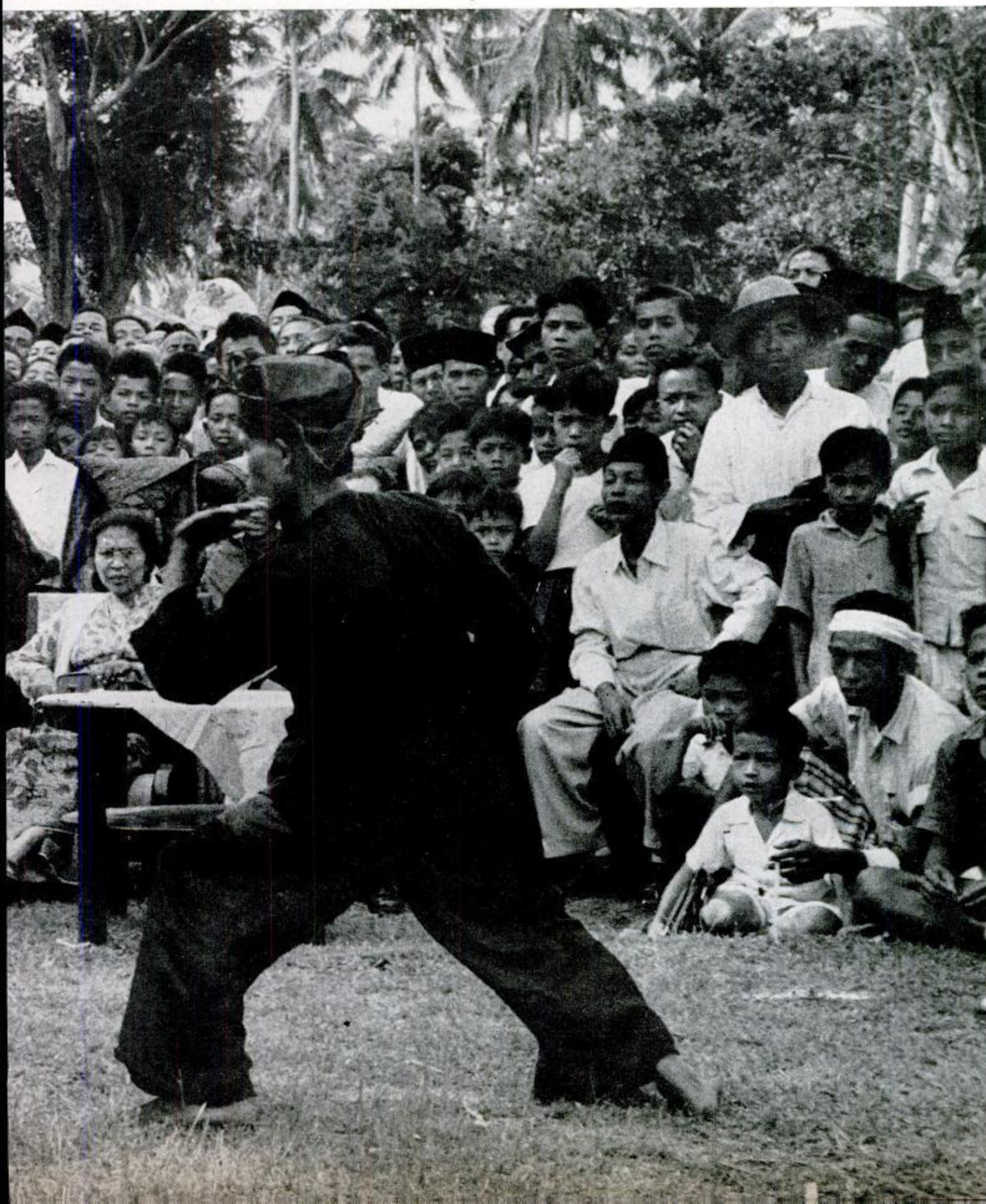
COMMUNIST RALLY in the waterfront suburb of Tandjong Priok outside Djakarta attracts 5,000

arm-waving sympathizers who pledge support for the party ticket. Orator attacked Dutch imperialism.

Across the steaming islands of Indonesia, cities were cluttered with posters and a-jangle with the entertainments and harangues of a campaign. Six years after winning its freedom from the Dutch, the new nation was to hold its first general election and choose a parliament. Over a thousand candidates from 190 political parties went wooing the 43 million voters who would determine Indonesia's new leanings in the delicate balance of power in Southeast Asia. Of the parties, only a handful were important. For two years the anti-West Nationalist party, working with the

Communists, controlled the temporary government. Then in August the anti-Communist Masjumi or Moslem party took control.

Complicated by geography and illiteracy, the balloting began, but because of irregularities several million votes would have to be recast. Final results would not be known for weeks. The Moslem vote was split and tallies last week indicated Nationalists would have the biggest parliamentary bloc. Looking for aid in a coalition, they said they would seek help from Moslem parties and exclude Communists from any government formed.



PRACTICE BALLOT is marked at a class by Moslem elder punching a hole beside his party symbol.

← **FIGHTING DANCERS** do routine for ex-Premier Sastroamidjojo (table, center) at Nationalist rally.

COLONIALISM IS A U.S. PROBLEM

IT'S NOT SIMPLE, BUT IT'S MUCH TOO IMPORTANT TO LEAVE TO THE COLONIAL POWERS

The thawing of the cold war has disclosed another political icecap, no less polar than that between the U.S. and Moscow. This second glacier, colonialism, freezes national attitudes as rigidly as Communism (and with some help from Communism), but on a pattern all its own. It chills the current U.N. assembly; the vote on Algeria caused France to walk out. Its icebergs will haunt the sea lanes of peace until there is general agreement that the colonial age is over. That day is far off.

When the nations debate colonialism, there are two conspicuous lacks. There is a lack of reason. On no subject does undisciplined emotion run so rampant among the delegates, and the vote is almost never predictable by rules of logic or interest. There is also a lack of clarity in the U.S. position. Since the U.S. is the one major power which can and should be logical and disinterested on colonialism, this is a very serious lack indeed.

According to the State Department, the U.S. position is "to support the orderly development of dependent areas toward self-government." But on actual issues, the U.S. position is as unpredictable as anybody's. When the sultan of Morocco was deposed in '53 we protested to France but helped France kill the issue in the U.N. Within the last month we have strongly supported Britain on Cyprus, half-heartedly supported France on Algeria, and abstained on West New Guinea. Such wobbling does not help U.S. prestige on either side of the worldwide rift.

Can this situation be improved? The easy answer would be yes, by "returning to first principles" and the spirit of '76. Americans would like that, for as Secretary Dulles says, "We have not forgotten that we were the first colony to win independence." Unfortunately, the principles of '76 fit few colonial situations of '55.

Take West New Guinea or, as it is also known, West Irian. The young Indonesian government now counting its first votes (pp. 48, 49) has been celebrating its own unstable independence by claiming sovereignty over this jungle full of Papuan savages. It is Holland's last remaining colony in the Pacific and the Dutch are doing their best to educate the Papuans (many of them cannibals) for eventual self-government. Should the Indonesian claim be taken seriously? Ask an Indonesian-in-the-street how he feels about Irian, and you might get the same answer one Dutch woman did: that Irian is President Soekarno's youngest sister who was kidnaped to Holland to be the Dutch prime minister's concubine, and naturally Soekarno wants her back. The Papuans cannot expect much education from a people who need plenty themselves.

Or take North Africa. Americans naturally sympathize with the Arabs who, though they outnumber their French rulers 10 to one, get the short end of the economic stick and (except in Tunisia) virtually none of the education. But if the spirit of '76, including American frontier experience, were too literally applied here, we might find ourselves urging the French *colons* (settlers) to scalp all the Arabs or drive them into the desert, and then declare North Africa's independence of France. This, by the way, is what many hard-nosed *colons* want to do.

The thousands of facts in John Gunther's new *Inside Africa* are a good antidote to easy prejudice. Morocco, for instance: when the French took over this decaying sultanate in 1912, the whole region (about twice the size of Utah) contained exactly one hospital, an insane asylum whose inmates were chained together by iron collars. There are now 481 good

hospitals, and the economic progress has been on a comparable scale—as rapid, for instance, as Australia's. But Morocco has been continuously under French martial law ever since 1914, and there are no reliable civil liberties whatever. Similar oxymorons mark every part of colonial Africa, although every part is different. Most Americans who wade through Gunther's fascinating book will concur with relief in his two flattest generalizations, viz.: 1) colonialism for all its faults has done (and is doing) a lot of good; 2) colonialism is dying.

The problem of the remaining colonial powers, and it is no easy one, is to prove they know colonialism is dying and to give it as peaceful and happy a death as possible. The British, having set an example in India, are continuing the process as skillfully as they know how. Dutch colonialism is no longer a real problem, Belgian and Portuguese not yet. The serious current problem is France's, and the U.S. owes it some bold and careful thought.

By making too few concessions too late, the French lost half of Indochina to the Communists, and the rest to a fate still unknown. In Algeria and Morocco, the same mistake has brought them a war involving 300,000 French troops. But when Tunisia also revolted last year, there was luckily a strong (though short-lived) government in Paris, that of Mendès-France, and a political genius speaking for the moderate nationalists, Habib Bourguiba; the result was an agreement which should enable Frenchmen and Tunisians to live together there in self-respecting interdependence indefinitely. North Africa needs the French at least as much as vice versa. Tunisia proves that French colonialism does not have to die a violent death.

The problem for the U.S. is to take one side and one only in these troubles: not the French side, nor the Arab, but the side of the workable solution, produced in time. Indochina taught Paris too little about North Africa—but did it teach the State Department enough? We abetted French dithering in Indochina for fear of rupturing the NATO front in Europe. We have abetted French dithering in North Africa for the same reason, plus \$372 million worth of SAC bases in Morocco whose safety depends on French troops. But these reasons will not be good enough if they mean another gross French colonial failure. That would cost NATO far more than any four air bases, and the U.S. far more than any French government's fleeting thanks.

Every colonial situation requires a different timetable because self-government is a difficult art for which many of the world's people are in varying degrees of unreadiness. What all these situations should have in common is open U.S. pressure for a solution in time. The U.S. should never have to abstain from a vote on a colonial issue, and should never have to trade its vote for some other supposed gain. Those who are really trying to solve colonial issues (as Premier Faure has been trying) should be able to count on U.S. support.

If we show some firmness in this, we can gradually drain the passion from the issue and starve its Communist parasites who exploit it for their own ends. By comparison with Communist neocolonialism, whose victims did govern themselves but do not now, the sins of Western colonialism are virtues. When we add to these virtues by successfully liquidating Western colonialism, even the ex-colonials will see the much greater problem of Communist imperialism in its true light.



Ready to heat and serve

*a frozen beef pot roast dinner
complete, with little browned potatoes*

No cooking for you! No dishes to do! The whole delicious dinner, gravy and all, comes deep-frozen in individual foil-covered trays. Just pop them into the oven (no thawing needed), heat for 25 minutes, and dinner's ready!

It's another of those famous Swanson "TV" Dinners and here's what you get:

savory slices of Swanson Beef Roast with little browned potatoes swimming in a rich beef gravy, Corn O'Brien sauteed in butter, and garden fresh peas topped with a pat of golden Swanson Butter.

What a meal! Perfect for sudden guests. Keep several in your freezer. You'll find them at frozen food counters now.



Swanson TV Dinners



By the makers of Campbell's Soups

C. A. SWANSON & SONS • OMAHA 8, NEBRASKA



1 Tilts outward, makes super-handly chute for loading your clothes into the dryer.



2 Extends out flat, makes extra surface for sorting, stacking or folding clothes.



3 Swings down right against dryer, lets you get in close for unloading the laundry.



4 Locks firmly into position when drying cycle starts . . . and you're set to go!



Only 1956 NORGE Dryer has new Hamper-Dor!

Here's the **all-new feature** that puts the *all-new* Norge ahead of all other dryers for sheer convenience and usefulness! This exclusive Hamper-Dor works for you *four* different ways, as you can see in the pictures on the opposite page—or, better still, at your Norge dealer's!

And this handy door is just *one* great big extra advantage *among many!* There's the easy Norge Time-Line Control that simplifies *everything* . . . the 4-way drying action that lets you dry the way *you* prefer . . . and handsome new styling. The Dryer matches the new Norge Automatic Washer.

more - much more - from NORGE

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IN CANADA: ADDISON'S LIMITED, TORONTO • EXPORT: BORG-WARNER INTERNATIONAL, CHICAGO, ILLINOIS



Dries 4 ways

That's why Norge dries everything in the family wash . . . *and we mean everything* . . . exactly as each separate piece should be individually dried to look its best and last far longer. Safe for any fabric. Just turn a knob on the Norge Time-Line Control—that's all!

It's a case of seeing's believing . . . so go to your Norge dealer right away!

1 Tumble-dry regular wash with warm air . . . (and get it either way . . . bone-dry or damp-dry).

2 Tumble-dry delicate undies with just cool air . . . (you know . . . like drying in a gentle breeze!).

3 Dry baby's things with warm air—no tumbling . . . (even wool blankets and fringed jackets dry perfectly).

4 Dry cashmeres and nylons with cool air—no tumbling . . . (only Norge knows this trick!).





The Christmas present you give yourself in October...

It's surprising how soon the holidays will be here. You can almost hear the sound of sleighbells, the crackle of the Yule log.

It's *not* surprising, though, that most men enjoy a gift of Four Roses. You'll see for yourself if you

make one of these crisp evenings "Four Roses time."

Just sample the distinctive flavor of this superb drink. You'll know why it's America's favorite gift whiskey every December—and why it's the finest present you can give yourself in October.

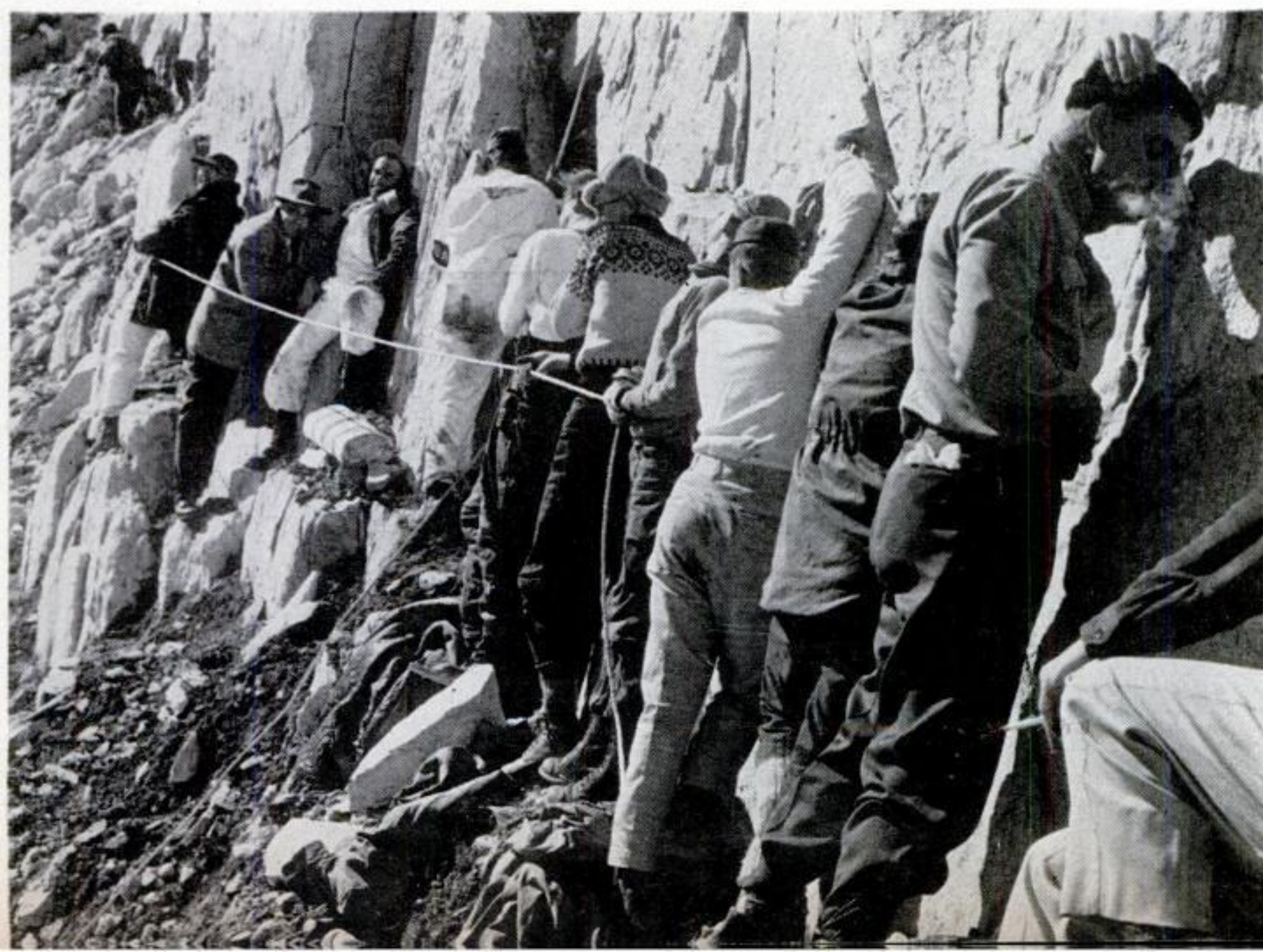


From *now till then*...it's
FOUR ROSES time!

FRANKFORT DISTILLERS CO., N.Y.C. BLENDED WHISKEY 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.

MASSIVE WALL of Medicine Bow Peak, rising 12,005 feet in its jagged, treacherous range, is marked by black splotches where the airliner rammed just below crest at upper right center. A piece of wing lies at base of cliff.

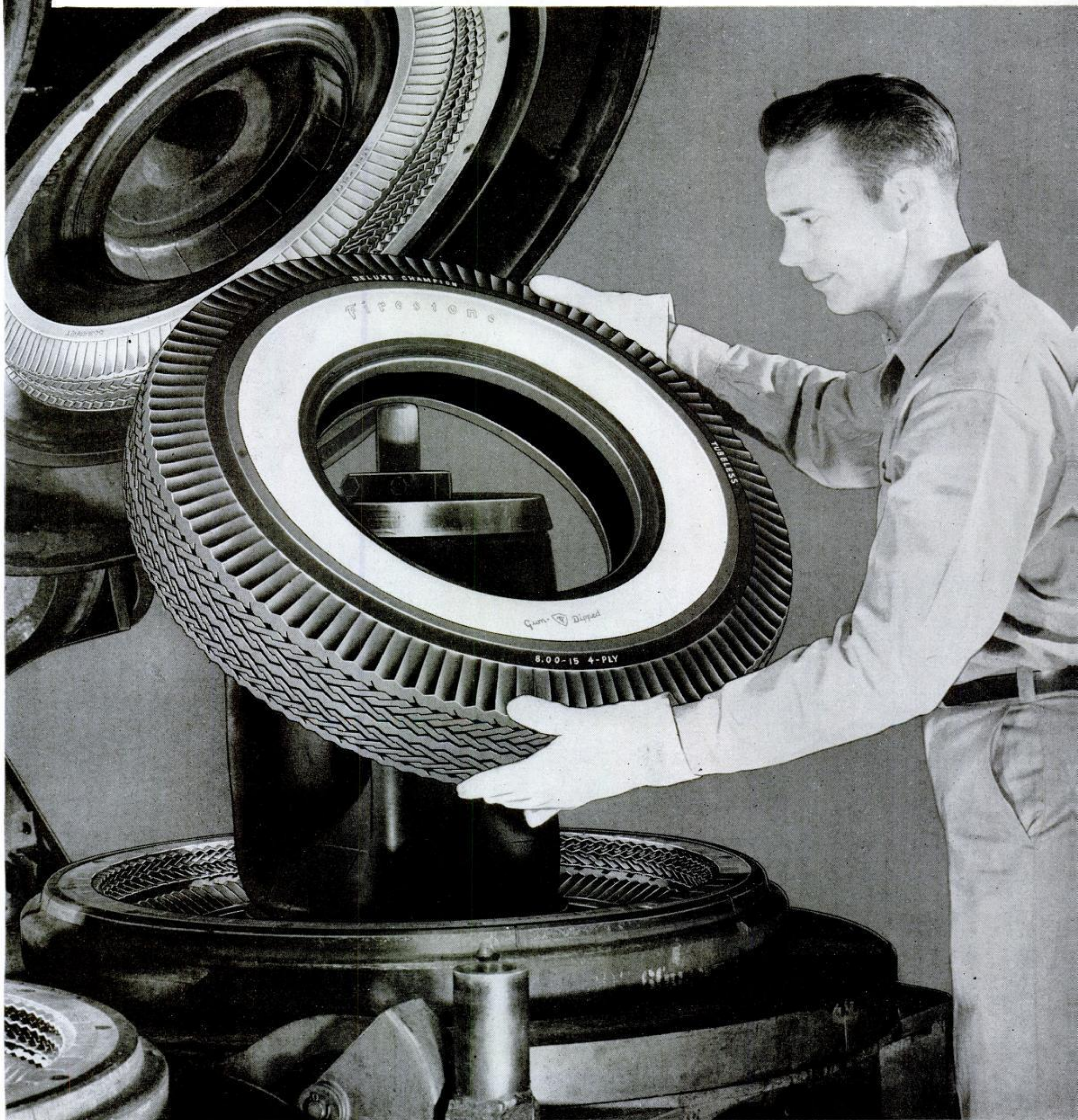
DUCKING ROCK SLIDE, rescue workers flatten themselves against a cliff during the hard climb to the site of the crash. Hampered by drifting snow and buffeted by howling winds, they used ropes as a safety measure.



SEARED SCARS OF A DISASTER

Staring out of the snow-powdered, granite face of Medicine Bow Peak in southeastern Wyoming, stark black smudges marked the worst disaster in U.S. commercial airlines history—the crash last week of a United DC-4 with 66 people aboard. All were killed instantly. Rescue workers found bodies scattered 300 feet below the splotches of burned oil. But no one could find out why the plane had been flying a long 25 miles west of its prescribed course, and an agonizingly short 50 feet below the top of the highest peak in the Medicine Bow range.

Out of This New and Exclusive The World's Most Modern Tire



Precision-Bladed Mold Comes ... Firestone De Luxe Champion Tubeless STANDARD EQUIPMENT ON 1956 CARS

YOU get tomorrow's advanced style, tomorrow's greater safety, tomorrow's improved silence and tomorrow's longer mileage when you put new Firestone De Luxe Champion Tubeless Tires on your car, because this tire of tomorrow is completely new in concept as well as in design and construction. It is the only non-premium tire on the market today that was created and built from tread to bead as a tubeless tire, not merely as an adaptation of a conventional tire with tube. And America's greatest automobile manufacturers have adopted it to match the other safety features of their 1956 models.

A completely new concept in tread design was necessary to meet the needs of increasingly higher-powered cars. Squealing on turns and hum and whine on the road had to be designed out of this tread. At the same time, it had to give superior traction, the ultimate in non-skid safety, and mileage better than tires formerly used on lower-powered cars. Firestone created the exclusive new Silent-Ride Safety-Grip Tread, and experimental models proved it to be the answer to the tire-manufacturer's dreams.

Precision-Bladed Tire Mold Is Exclusive Firestone Development

Some of America's greatest and most experienced makers of tire molds told us this tread pattern was so intricate that it would be impossible to build a mold which would reproduce this tread design. However, the performance of this tread was so superior that Firestone

production technicians refused to take "no" for an answer. They tackled the problem themselves, and improved the art of precision casting which made possible a mold that reproduces the Silent-Ride Safety-Grip Tread with pin-point accuracy.

New Factory Built to Make Safety-Tensioned Gum-Dipped Cord Body

A new and different kind of cord body had to be made through which no air could escape. A whole new factory had to be built, which is occupied by just one huge machine, to make the exclusive Safety-Tensioned Gum-Dipped Tire Cord for Firestone Tubeless Tires. This process has proved so successful that Firestone also has adopted it for use in its premium-priced tires.

A wholly new type of bead had to be invented to form an air-tight seal with the wheel. Firestone research men solved that problem by designing a bead so strong and fitted to the rim with such safety precision that it cannot be distorted even under the most severe driving conditions.

Backed by Firestone's 55 years of leadership in experience and know-how, the new Firestone De Luxe Champion Tubeless Tire is the world's most modern tire. You can put a set of them on your present car without changing wheels or rims and at the same price as a conventional tire and tube. Or, when you buy a new car, you can specify that you want it delivered equipped with Firestone De Luxe Champion Tubeless Tires.

YOUR FIRESTONE DEALER OR STORE GUARANTEES SATISFACTION

Whenever you buy tires, be sure to buy them from a Firestone Dealer or Store. There you will find experienced men whose business is tires, tire experts

who know how to mount tires correctly; make permanent, precision repairs when necessary and help you get out of your tires all of the safety and mileage

that Firestone builds into them. When you need tire service, get *expert* tire service at your nearby Firestone Dealer or Store.



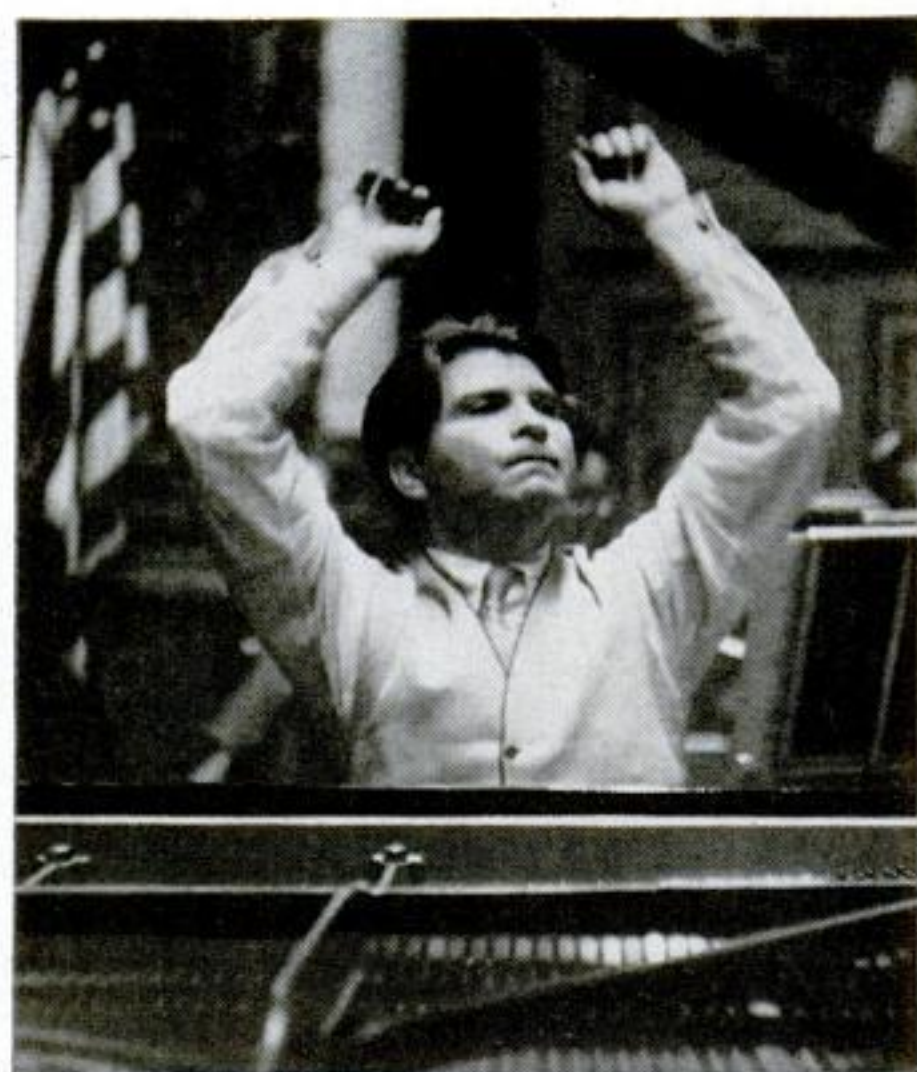
NIEH JUNG-CHEN

HSU HSIANG-CHIEN

CHEN YI

HO LUNG

A LOOK AT THE WORLD'S WEEK

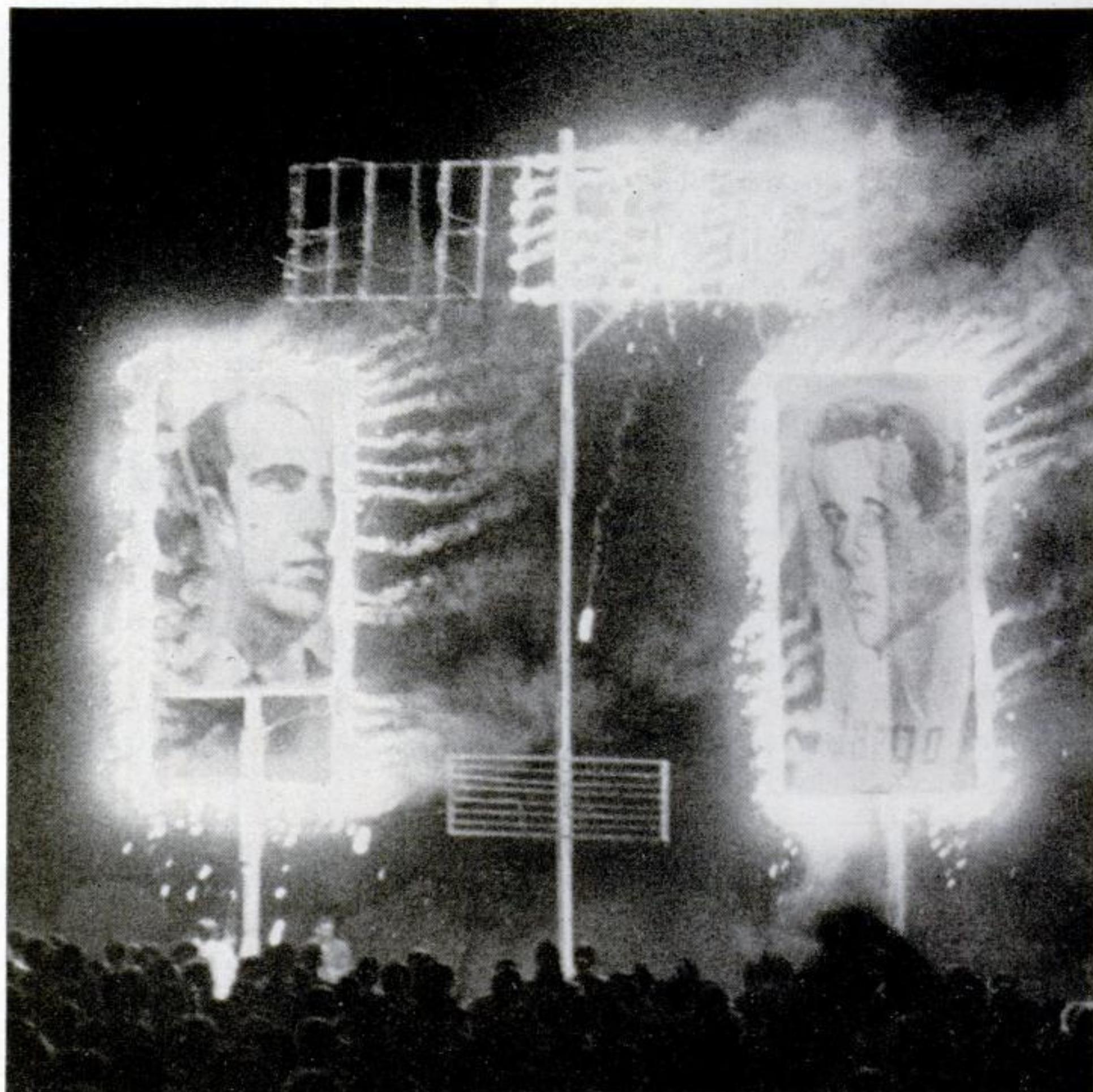


RARE TALENT FROM RUSSIA

Emil Gilels, first great Soviet musician to play in the U.S. since 1921, vigorously rehearsed the Tchaikovsky concerto in Philadelphia. At the performance he brought down the house.

FIERY CAMPAIGN IN BRAZIL →

Under posters of themselves, lit by fireworks, presidential candidate Juscelino Kubitschek and running mate Jango Goulart wound up Brazil's election campaign with a rally in Rio. Following policies of late President Vargas, the pair seemed certain to win the election.





PENG TEH-HUAI

CHU TEH

NEW TITLES AND TUNICS FOR RED CHINA'S ARMY BRASS

In Peking, as top officers of Red China's army assembled, the six grim men in front were elevated to the newly created rank of marshal by Mao Tse-tung. Modernizing the army and

its rank system, Mao named 10 marshals, decorated other officers, who under the new rules had exchanged their drab tunics, difficult for their men to identify, for jackets with braid.

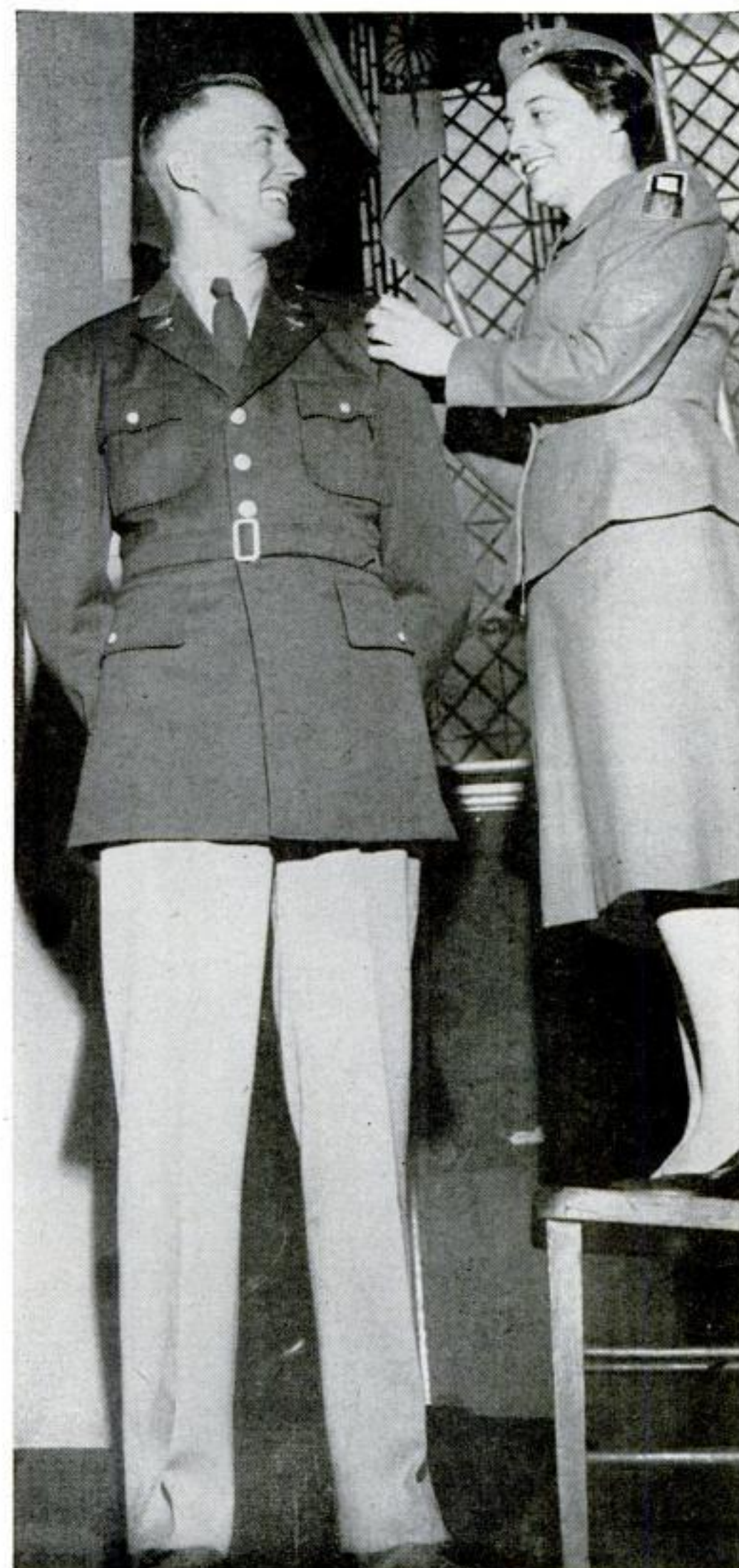


RARE STATUES REGAINED

The Brooklyn Museum welcomed home eight rare silver figurines. On a whim, two teen-agers had stolen the statuettes, and on learning how valuable they were, threw them away in fear. Tipped off, police apprehended the boys, who helped find the pieces in backyards and a sewer.

ARMY STATURE STEPPED UP→

Life in the Army Nurse Corps was stepped up when Captain Rose Ponticello stepped up to see the lieutenant's bars that made 6½-foot Edward Lyon the Army's first commissioned male nurse. The ceremony gave male nurses their first chance for equal status with women.



"TRAILWAYS Straight Thru, PLEASE"



TAKE THE EASY WAY

Trailways Straight Thru means no change of bus or baggage . . . You keep the same soft seat on the same luxurious comfort-conditioned bus. Your Trailways Thru-Liner saves you precious hours of Vacation Time, and . . . you have several interesting routes to choose from! Go one scenic way and return another . . . at the same low fares. For your next trip, plan to go the easy way . . . go Trailways, straight thru.



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Please send me FREE information on a trip.

From _____

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I am interested in ☐ expense paid tour;

☐ vacation trip (check one).

Name _____

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WORLD'S WEEK CONTINUED



BERBERS BEARING TRUCE FLAGS IN BLOODY MOROCCO

In Morocco, hunting Berbers who had massacred 11 Frenchmen, legionnaires flushed a handful (*above*) who wanted to surrender. A *Paris-Match* cameraman photographed them as they gave up under flags of

truce. In Paris Premier Faure urged the French Assembly to give Morocco representative government. Though he might succeed in this it seemed doubtful that Faure could long delay his government's fall.



OLD PRO SHARING LAUGH WITH A POLITICAL HOPEFUL

Winding up for the '56 campaign, former President Harry Truman was in gay spirits as he sat beside New York's Governor Averell Harriman at a Democratic rally in Albany. At the microphone, Tammany Hall's Carmine De Sapio urged 2,000 Democratic candidates to campaign vigorously in strongly Republican

upstate New York. Then Truman, who registered a notable personal triumph, took over and lambasted the Republican administration as a "special privilege government." Asked if his presence meant support for Harriman, Truman was noncommittal, but said that if he were from New York "I know who I'd be for."



"WORKING ON THE COMMUNITY DRIVE" by Douglass Crockwell. Number 113 in the Series "Home Life in America"

After a good job well done—

What makes a glass of beer taste so good?



Malted barley—selected from America's finest crops—containing certain important minerals that our bodies use up every day.



Tangy hops that are harvested only during the period of a few short weeks when their flavor is at its absolute height.



The way it "goes with everything"—the way it fits into the friendliness of American life—makes beer America's Beverage of Moderation.

Beer Belongs—Enjoy It!



Now there's a wonderful

New



In spotlessly clean, modern Heinz kitchens, our chefs make their own spaghetti and macaroni—using a special blend of selected hard wheats. Here's one more reason why Heinz gives you as fine canned Spaghetti and Macaroni as you've ever tasted.

HEINZ

Spaghetti . . . Macaroni

Keep a few tins on hand for those spur-of-the-moment meals and snacks

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new taste in

Heinz Spaghetti

Try thrifty new thin-strand Heinz

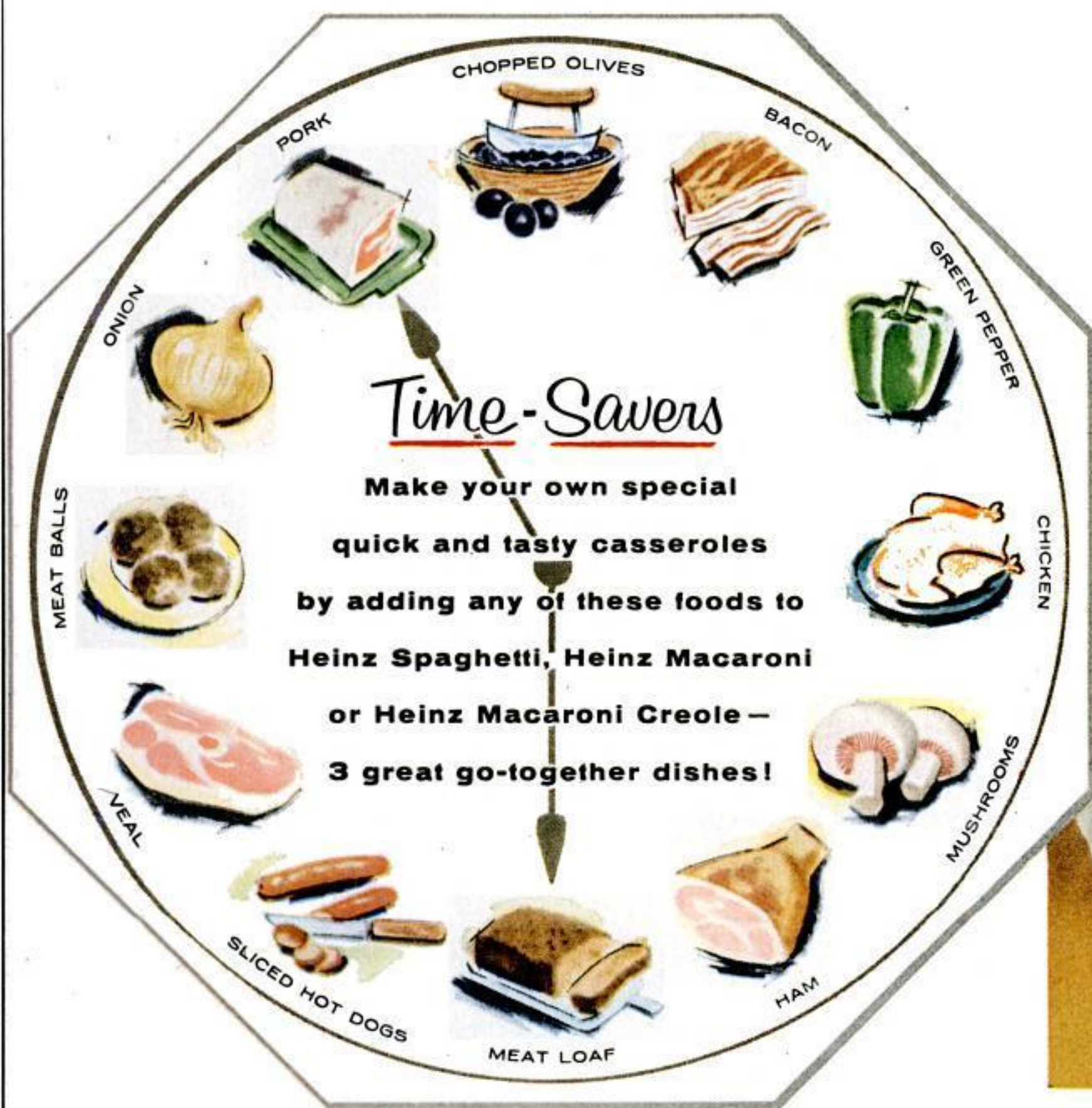
Spaghetti in a saucy sauce now
made with Romano cheese

to give it that real Italian accent.

If you want to taste how good canned Spaghetti can be, try thrifty new thin-strand Heinz Spaghetti. Now it's made with real Romano cheese, as well as aged Wisconsin Cheddar. Its rich, slow-cooked sauce blends 11 subtle flavors with Heinz own pedigreed, farm-fresh tomatoes. That's what gives our Spaghetti such an out-of-the-ordinary, distinctive Heinz taste. Just try it. It costs no more than other kinds!



With your first forkful of Heinz Macaroni, you'll notice how much creamier and smoother that nippy cheese sauce is—how it clings to each tender strand. Heinz chefs now homogenize the sauce—to make this old favorite a greater treat than ever!



Make "talked-about" casseroles—or just heat and serve these three tasty dishes "as is" for a whale of a lot of good eating for little money.

P. S. Try new Heinz Spaghetti, Heinz Macaroni or Heinz Macaroni Creole as a welcome substitute for potatoes.



One of the fanciest, most satisfying dishes that ever came from a can is Heinz Macaroni Creole—drenched in a sauce of Heinz pedigreed tomatoes and spices and garnished with crisp celery and onions, red and green peppers and great, golden-brown mushroom slices.



PROOF—millions have witnessed on TV the removal of a two-week beard, the fuzz from a peach without nicking the skin, and the bristles from a hair brush, tougher than any whiskers—visual evidence that Remington is the finest shaver ever developed.



HALF SHAVED (above) in half a minute. Absolute proof—no other shaving instrument can compare with the smooth, fast performance of the man-size Remington 60 DeLuxe. **A PERFECT SHAVE** (at right) is a close, skin-level shave—where the eyes see no whiskers, where the finger tips feel no whiskers. A smooth shave without nicks and cuts or the mess and fuss of old-fashioned methods.



Are you one of the Lucky 15 Million?

Yes, 15 million Remington shavers have been made and sold. And we derive our greatest satisfaction, not from this proof of sales leadership, but from having solved the shaving problems of millions of men. If you belong to this select circle—then you know, from your own experience, that the all important, well-groomed look begins with an easy-on-the-face Remington Shave. A *close shave* that's always kind to tender skin, even though the whiskers are as tough as wire bristles! When you get a Remington, you get the finest shaving instrument in all the world—with performance guaranteed! That's why so many, many thousands of Remington owners recommend it to their friends—and why most dealers offer it to you on a 14-day Free Home Trial basis. In addition, dealers are authorized to make a Trade-In allowance of \$7.50

on any standard make electric shaver, towards the purchase price of a Remington. At fine stores everywhere, or any of our 125 Shaver Headquarters. Electric Shaver Division, Bridgeport, Conn.

Throughout the world **MORE**

Remington
ELECTRIC SHAVERS

are sold than any other make.



See "What's My Line" and "Caesar's Hour" on T. V.

A PRODUCT OF **Remington Rand** DIVISION OF SPERRY RAND CORPORATION



SPEEDING DOWN STRAIGHTAWAYS AND OVER TURN RAMPS OF DETROIT'S NEW INTERCHANGE, AUTOMOBILES MAKE STREAKS OF LIGHT IN NIGHTTIME EXPOSURE

A SUPER INTERSECTION OF THE EXPRESSWAYS



**Detroit opens complex crossroads
while U.S. toll turnpikes expand**

As the nation's growing network of superhighways sent out superb new tentacles in the East last week, Detroit, the birthplace of all U.S. traffic jams, completed a dazzling "directional" expressway interchange to speed local traffic. Situated at the intersection of two six-lane expressways in a residential area three miles from the main business district, the auto capital's new \$7 million supercrossroads is of unique design.

With 14 bridges and ramp structures the Detroit interchange eliminates the looping cloverleaf-type intersection. Approaching from any of the four directions (*see left*), the motorist can turn in the actual direction he wishes to go, traveling at an allowable speed of 40 mph in long arcs that pass above or below the cross lanes. Or he can whiz straight through at 55 mph. Two other spectacular U.S. road developments are shown on the following pages.

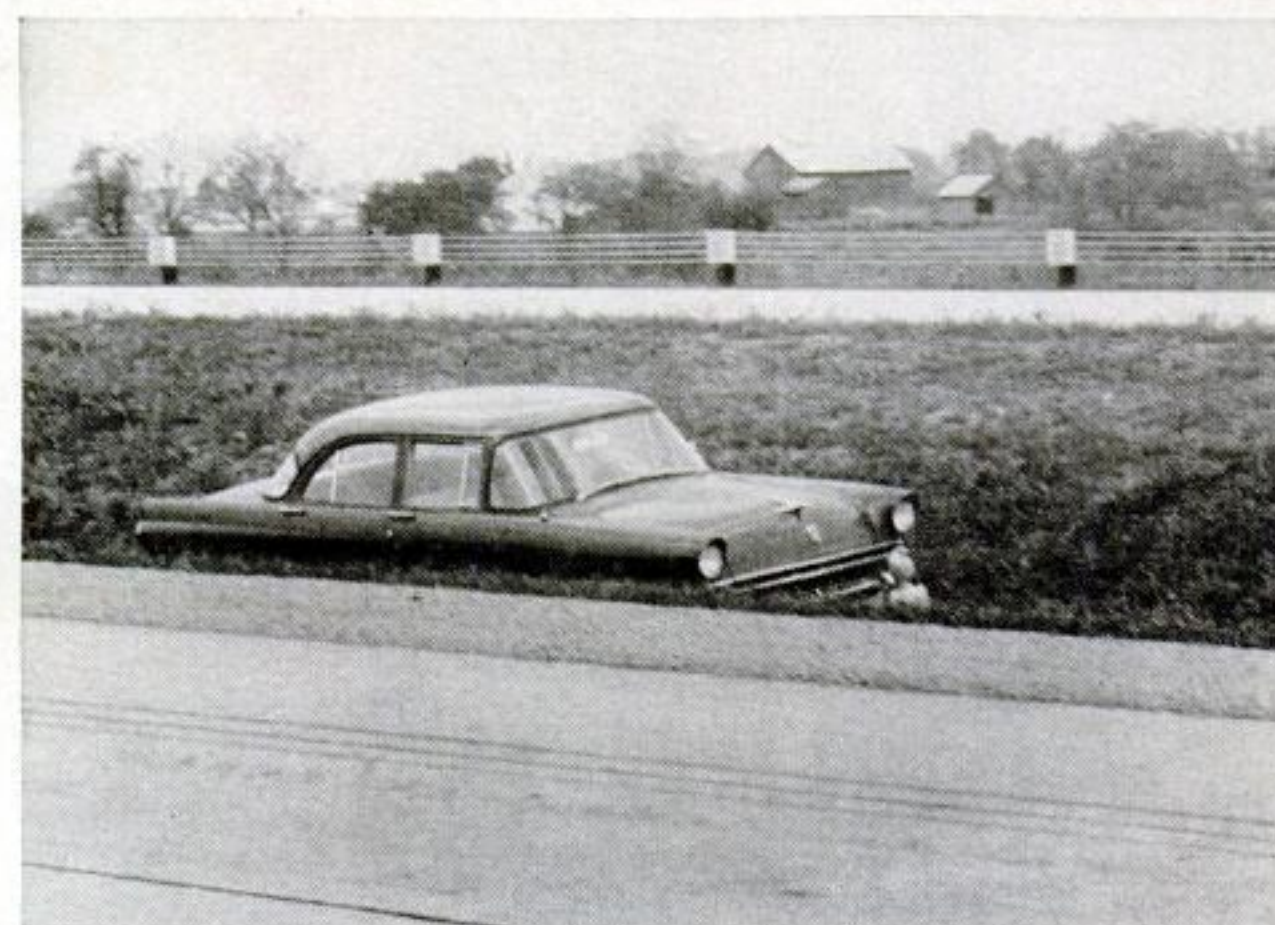
INTRICATE GEOMETRY of the four-level interchange links three-lane roads with two-lane curves.



OPENING CEREMONY is held at midnight on western end of Ohio Turnpike as a patrol car waits at head of cavalcade of first-nighters.

219 MILES OF NEW OHIO PIKE

In Ohio last week a 219-mile stretch of superhighway, the longest ever opened at one time, was getting its first use. The new section completes the 241-mile Ohio Turnpike, which connects with the western end of the Pennsylvania Turnpike and enables the motorist to travel nonstop from the Delaware River to Indiana, a distance of 601 miles. Next year, when the Indiana toll road is completed and the New Jersey Turnpike is tied to the Pennsylvania Turnpike, motorists will be able to drive 830 miles from New York to Chicago without touching another city in between.



SUNKEN CENTER ISLAND, its depth shown by test car, is designed for safety, to prevent sleepy drivers from crossing into opposite lanes.

LONG TWIN ROAD sweeps through Ohio farmland past an interchange. The toll gate is at left.

Did you ever?

By LITTLE LULU

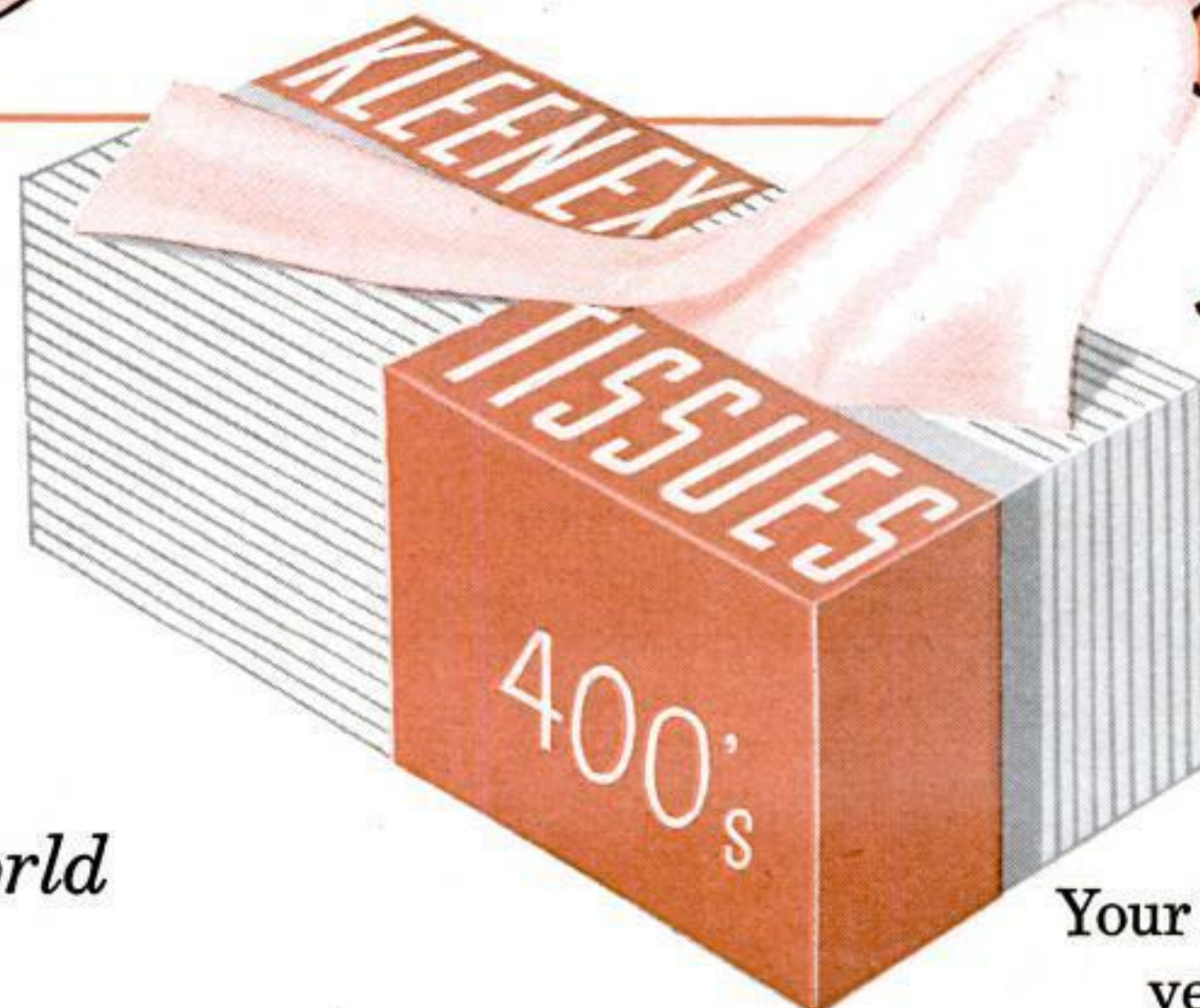
When a sticky face needs wiping,
or a cone melts on the floor—
Ever try to pull a tissue
without getting dozens more?



With Kleenex* tissues there's no waste
as one by one they pop up—
So soft, so strong for household chores
or for a party mop-up!

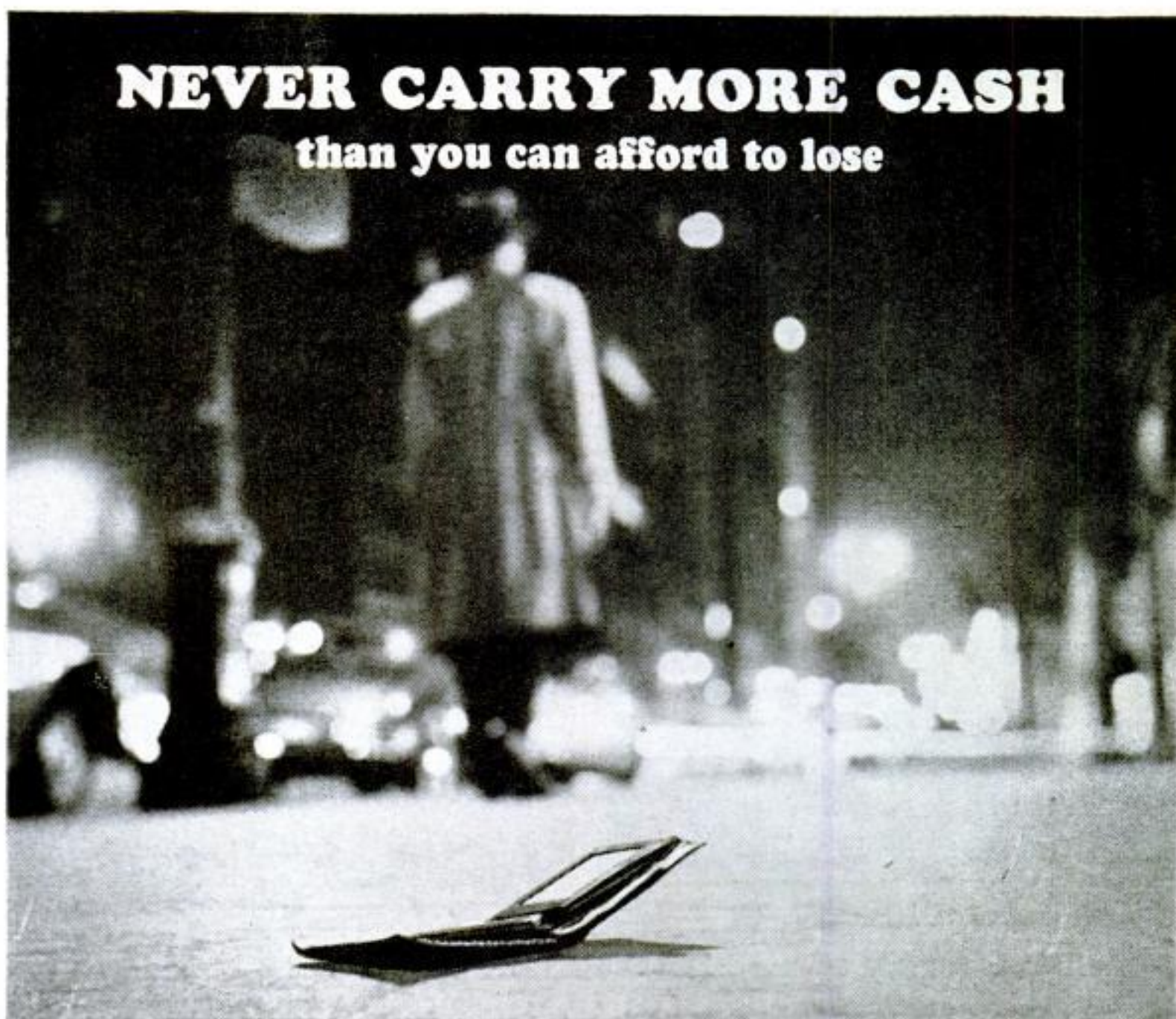
New Kleenex Economy Pack

The largest selling tissue in the world



Your choice of pink,
yellow, white

NEVER CARRY MORE CASH
than you can afford to lose



you can't lose with
**AMERICAN EXPRESS
TRAVELERS CHEQUES**

- Immediate refund if lost or stolen
- Instantly accepted everywhere — and only when you sign them
- Sold at any BANK, at Railway Express, and Western Union offices. Only 75¢ per \$100.



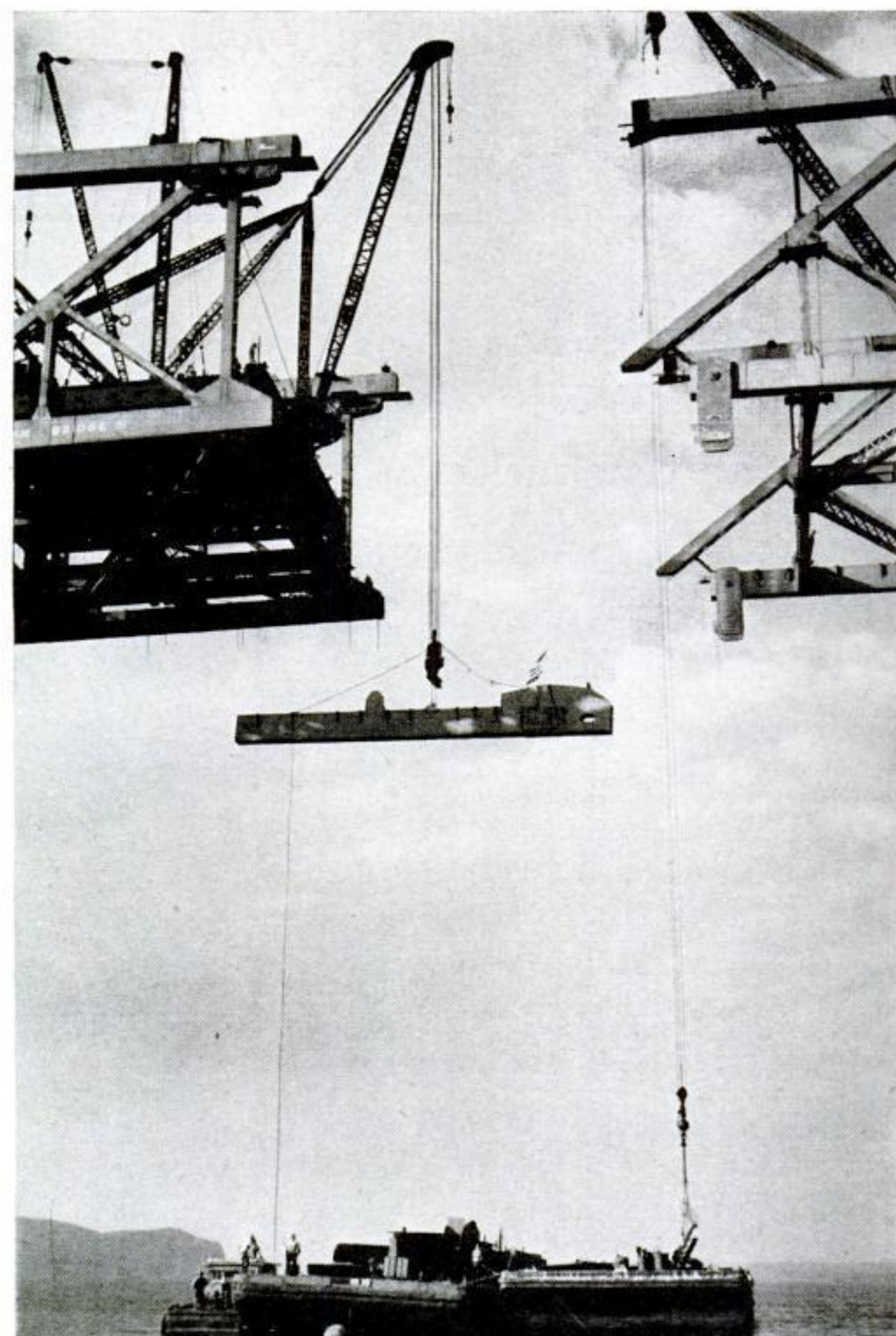
Here's How Bayer Aspirin Helps Millions
FEEL BETTER FAST!



SLEPT LIKE A BABY—It's no fun to toss and turn when you want to sleep—but don't think this always means you need a sleeping tablet. Your trouble may be due to a low level physical distress—one so minor you can't really put your finger on it. As millions know, just taking two Bayer Aspirin tablets will give you the quick relief you need... so you can sleep naturally and wake up feeling rested and ready to go.

FOR QUICK RELIEF, millions more people use Bayer Aspirin than any other pain reliever—*without stomach upset!* You can take Bayer Aspirin with *full* confidence—because no one has ever discovered a safer, faster and more effective pain relieving agent. So, to feel better fast—get

BAYER  **ASPIRIN**



LAST GAP in Thruway bridge over the Hudson River is filled as steel member, flying a U.S. flag, is hoisted from barge. Bridge will open before end of year.

CLOSING A LAST THRUWAY GAP

High above the broad Hudson River, 14 miles north of New York, a crane hoisted into place a steel chord to join the ends of a bridge that is one of the most important unfinished links of still another super-highway, the New York State Thruway. With 396 miles already in service the Thruway, connecting New York, Albany, Buffalo and Erie, Pa., will extend 497 miles, the longest of U.S. toll roads. Its southern end will give easy access to the New Jersey Turnpike and to a labyrinth of toll roads on Long Island and in New England. Its western end will meet a spur to be built from the Ohio Turnpike. By 1965, highway planners predict, the eastern toll-road network will have reached Maine's Canadian border, Miami, Mexico and as far west as Omaha.



MAIN SPAN of the three-mile, six-lane bridge is 1,212 feet long, heaviest and widest highway cantilever ever built. View is toward east.



TEN WORLD'S FAIR GRAND PRIZES
28 GOLD MEDAL AWARDS

Longines announces the world's most advanced Automatic Watch

World-wide acclaim greeted the debut of the first Longines Automatic Watch—the product of a million dollar, ten-year research program. Now, a decade later, Longines announces still further improvement in this distinguished timepiece—the most advanced self-winding watch in the world today.

You should know that adding a self-winding mechanism to a watch requires many extra parts. An Automatic is, in fact, a *complicated* watch, and in that field the experience of Longines is unique. As example, Longines complicated watches include chronographs and timing watches that are regarded as the finest in the world.

Thanks to this experience, the harmonization of watch movement and automatic driving power in the Longines Automatic has been achieved with astonishing simplicity and precision. Wear and strain have been virtually eliminated. These Longines Automatics can promise in full measure all of the accuracy, the ruggedness and long life for which Longines watches have been world honored.

If you would like the convenience of an Automatic watch, Longines has made a style—just for you. There are many ultra-thin models for dress and business wear. Longines Automatics are shock-resistant, anti-magnetic, with unbreakable mainsprings; many are waterproofed*. These outstanding Longines Automatics are priced from \$75. to \$295. Your Longines-Wittnauer Jeweler would be *honored* to serve you.

*as long as crystal, back and stem are intact



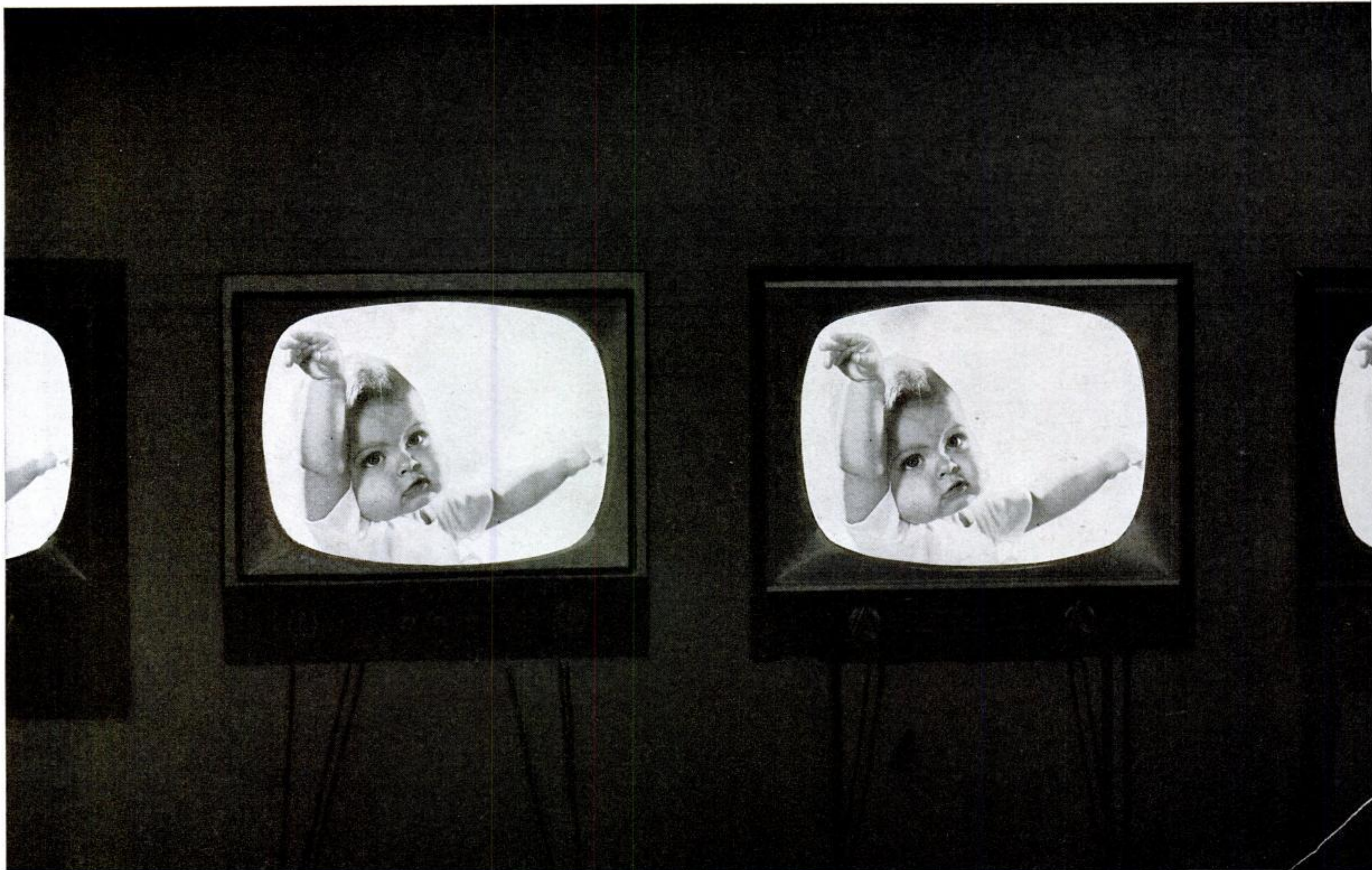
Illustrated

Longines Milan Sweep Automatic, 14K gold, \$175. Specifications: *movement diameter*, 25.30mm; *thickness*, 6mm; *automatic winding mechanism*, rotor system, silent, two directional; *oscillating mass*, scientifically designed balance—coefficient of friction = 0.05; coefficient of wear = 0.00; *spring*, stainless, unbreakable; *winding control*, stable thanks to patented Longines spring clamp which eliminates banking and loss of running time; *running time*, at rest 36 hours. Other Longines Automatic Watches with same specifications from \$75.

Available in Canada at slightly higher prices.

LONGINES

THE WORLD'S MOST HONORED WATCH



Compare the usual TV "picture in a prison" with Sylvania's expanded viewing area! Shown above, 21-inch Sylvania "CABINET OF LIGHT" TV, Model 21T301.

Exclusive Cabinet of Light "expands"

Now, Sylvania—with 30% more surround light—brings you a new treat for your eyes . . .
in viewing and in styling!

JUST LOOK! It's as if one set—Sylvania—had thrown away the box and handed you the bright, pure gift of television.

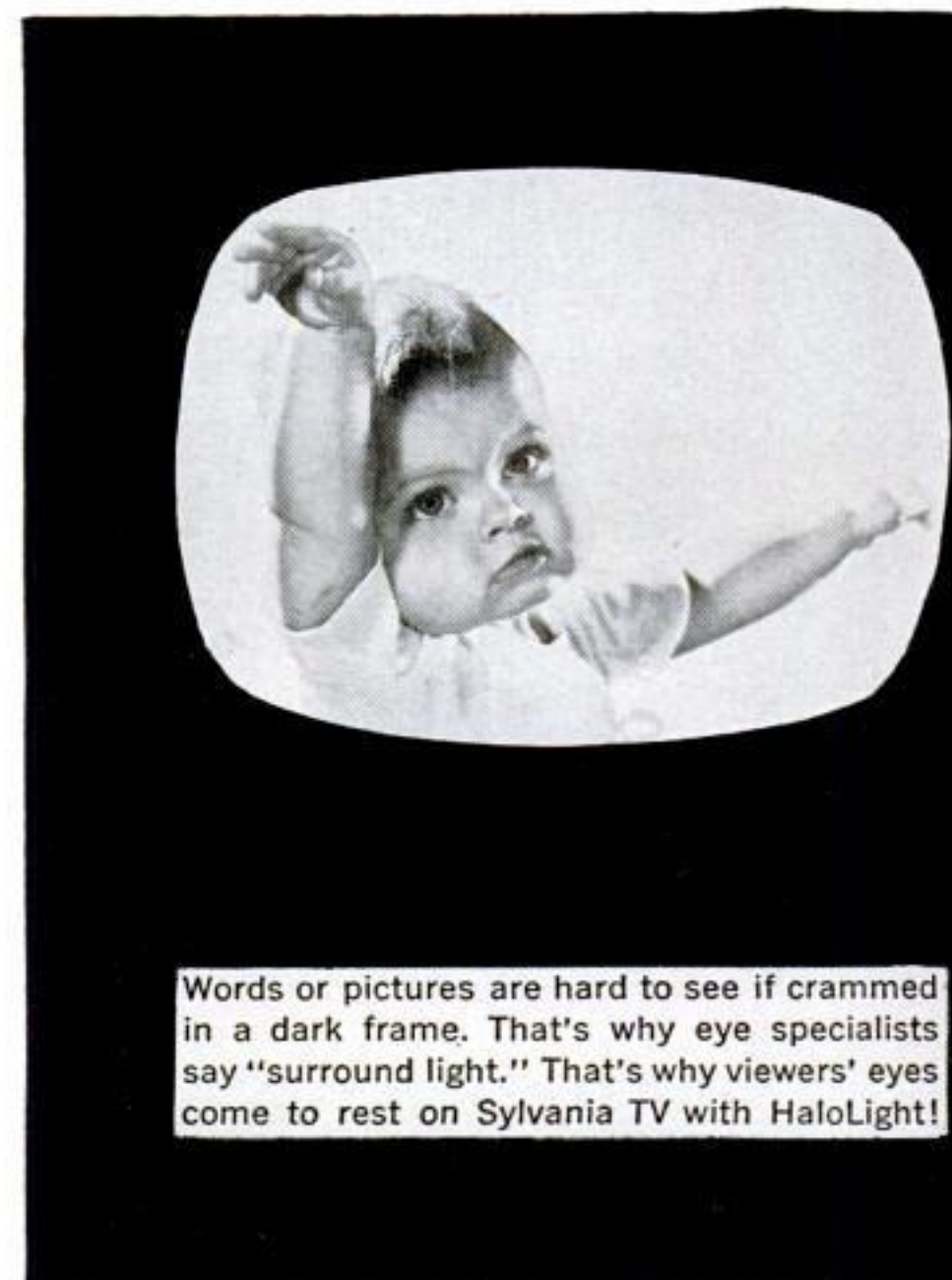
Just see! There's no dark confining frame. In Sylvania's new CABINET OF LIGHT, every picture is suspended in the soft, cool glow of HaloLight.® And this restful surround lighting actually seems to enlarge the screen as it adds to eye comfort.

HaloLight, a Sylvania exclusive, has been rightfully called the greatest development in the history of TV viewing. And the new CABINET OF LIGHT gives you 30% more surround lighting than ever before—extend-

ing the HaloLight frame of light from top to bottom, side to side. You'll find yourself watching the picture instead of the set.

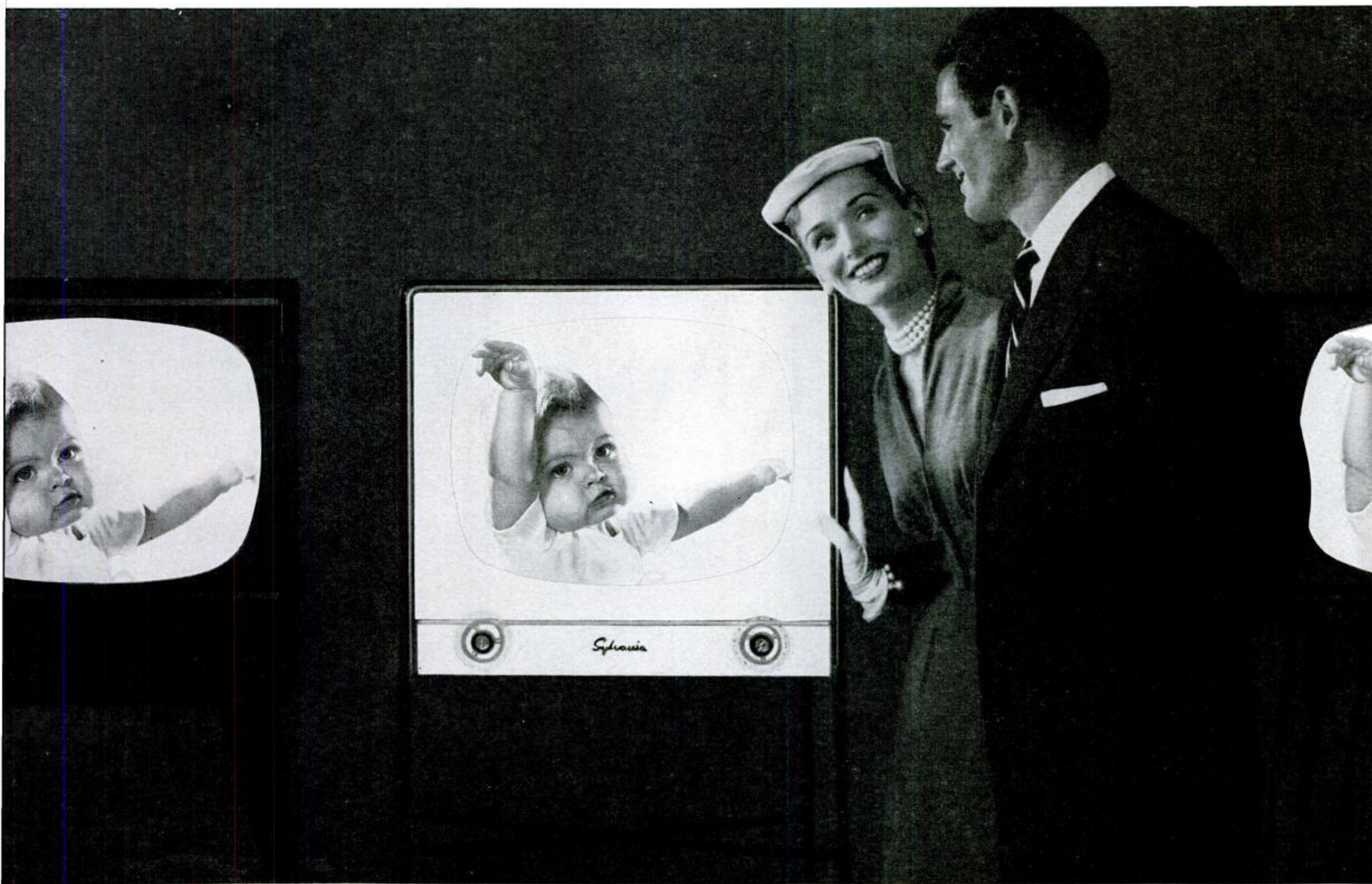
And what a picture it is! Every Sylvania set now has "Silver Screen 85"—the picture tube that gives you up to 7 times more picture contrast!

The picture *stays* clear and steady—wherever you live—thanks to Sylvania's new "Custom 33" chassis, especially designed for greater picture pulling power in difficult fringe and city areas. Compare Sylvania—you'll know at a glance why it's America's fastest growing television.

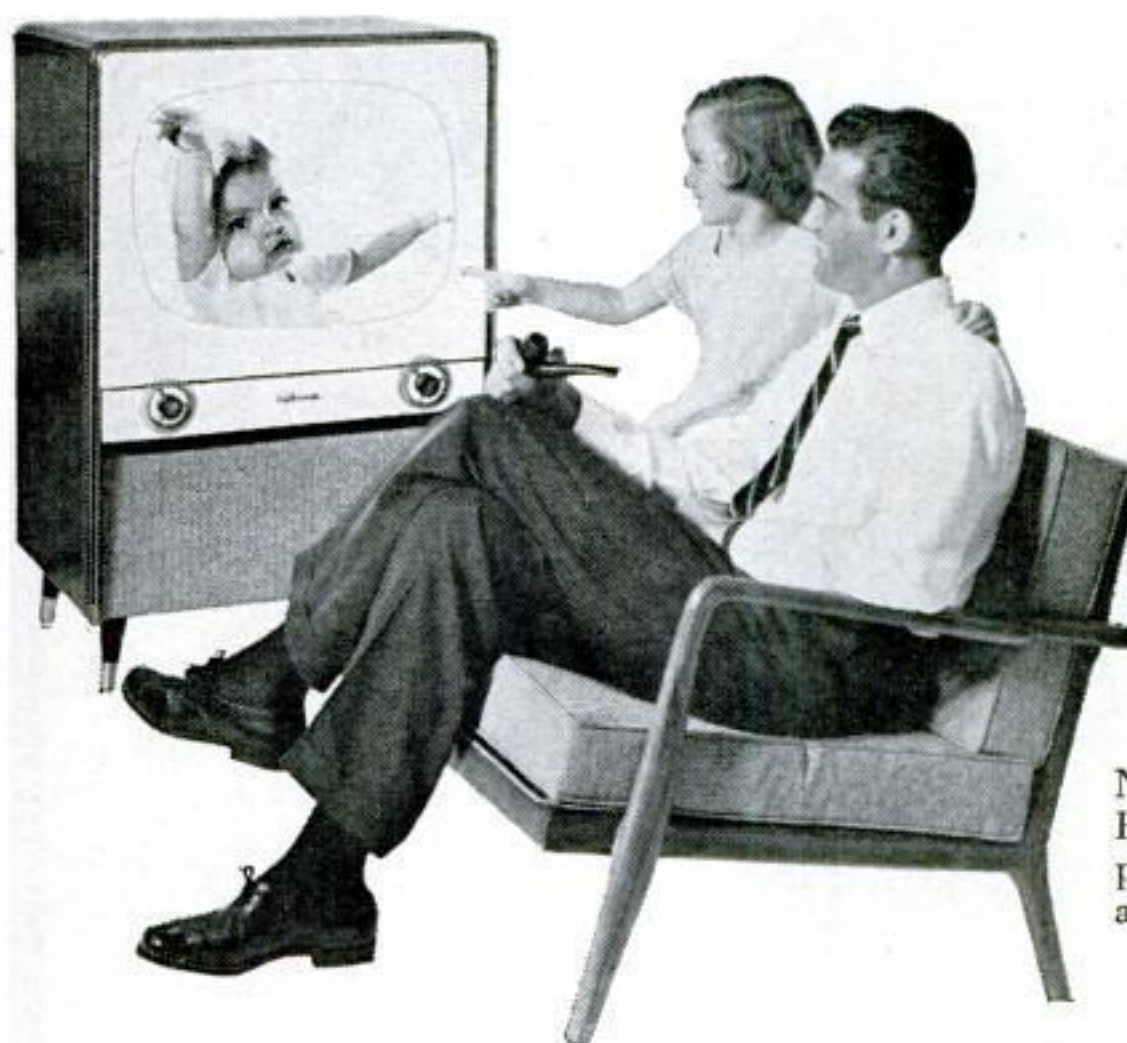
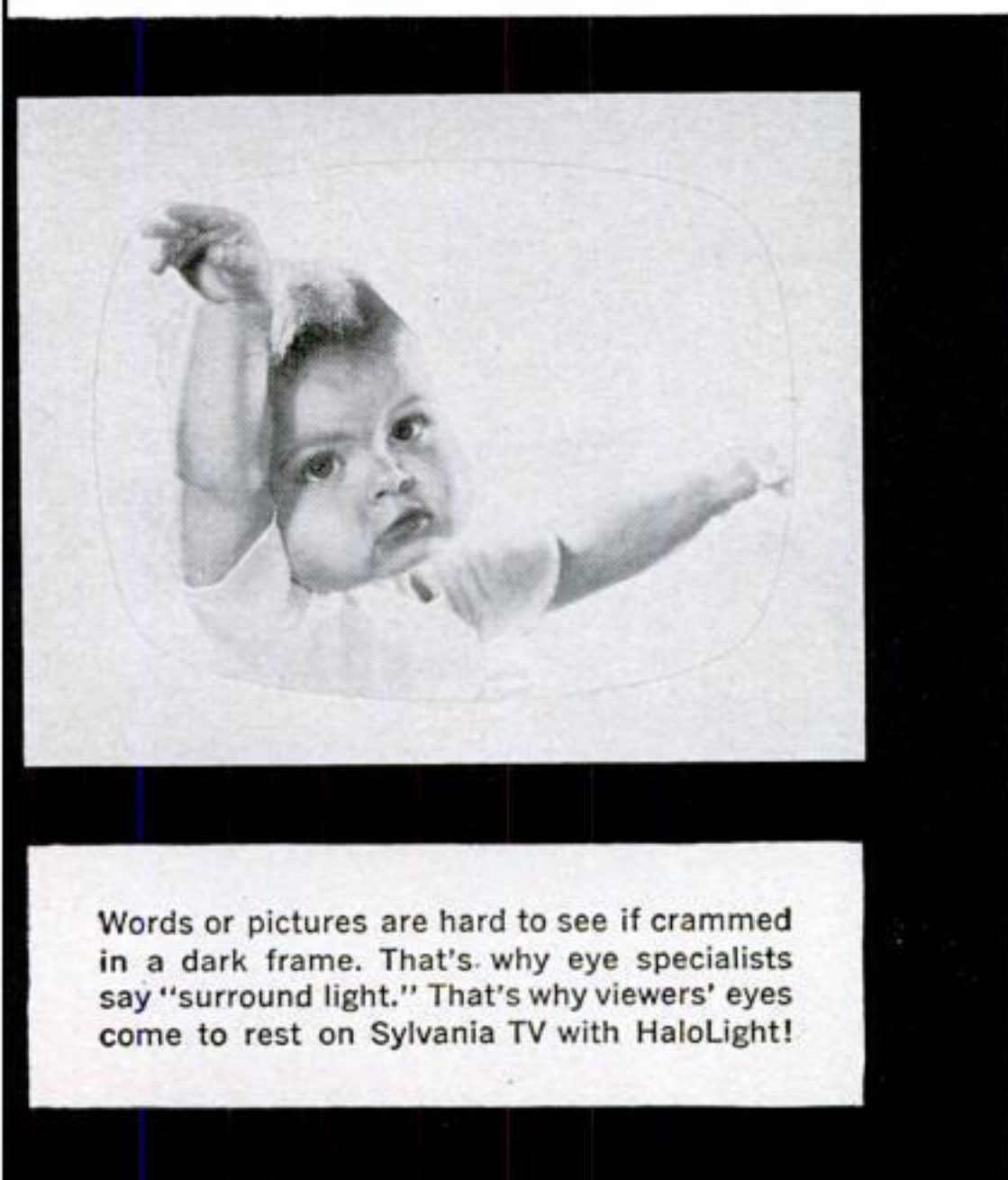


Words or pictures are hard to see if crammed in a dark frame. That's why eye specialists say "surround light." That's why viewers' eyes come to rest on Sylvania TV with HaloLight!

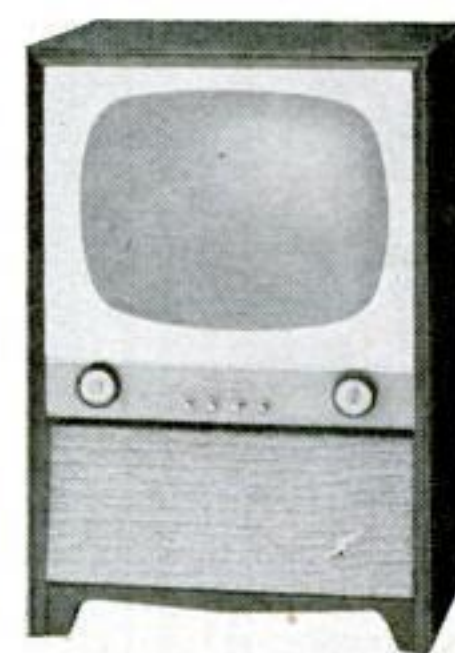
Keep your eye on



the picture...babies your eyes!



New 21-inch Sylvania Cabinet of Light console features powerful Custom 33 chassis. Crafted to resemble finest mahogany grained finish or blonde Korina. Model 21C502



New 21-inch Sylvania TV has HaloLight, superb styling, powerful performance—and a low price. Model 21C401



21-inch Sylvania Provincial console. Genuine cherry or rich mahogany veneer. Corner cases available, extra. 21D802

SYLVANIA ELECTRIC PRODUCTS INC.
 RADIO • TELEVISION • LIGHTING • ELECTRONICS • ATOMIC ENERGY
 Radio & TV Division, Buffalo 7, N. Y. In Canada: Made by
 Sylvania Electric (Canada) Ltd., for Northern Electric Company Ltd.

SYLVANIA[®]... fastest growing name in sight!



NON-FATTENING LIQUID SWEETENER **SWEETA**

One or two drops make coffee or tea delicious. Handy, squeeze-a-drop plastic bottle holds the sweetness of 432 lumps of sugar!

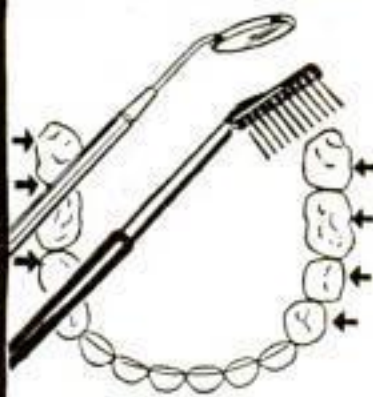


SQUIBB

Get acquainted with SQUIBB quality

4 out of 5 CAVITIES

STRIKE YOUR
BACK TEETH



PROTECT your teeth by careful brushing with the brush that's bent like your dentist's mirror to reach those hard-to-get-at places.

SQUIBB ANGLE TOOTHBRUSH

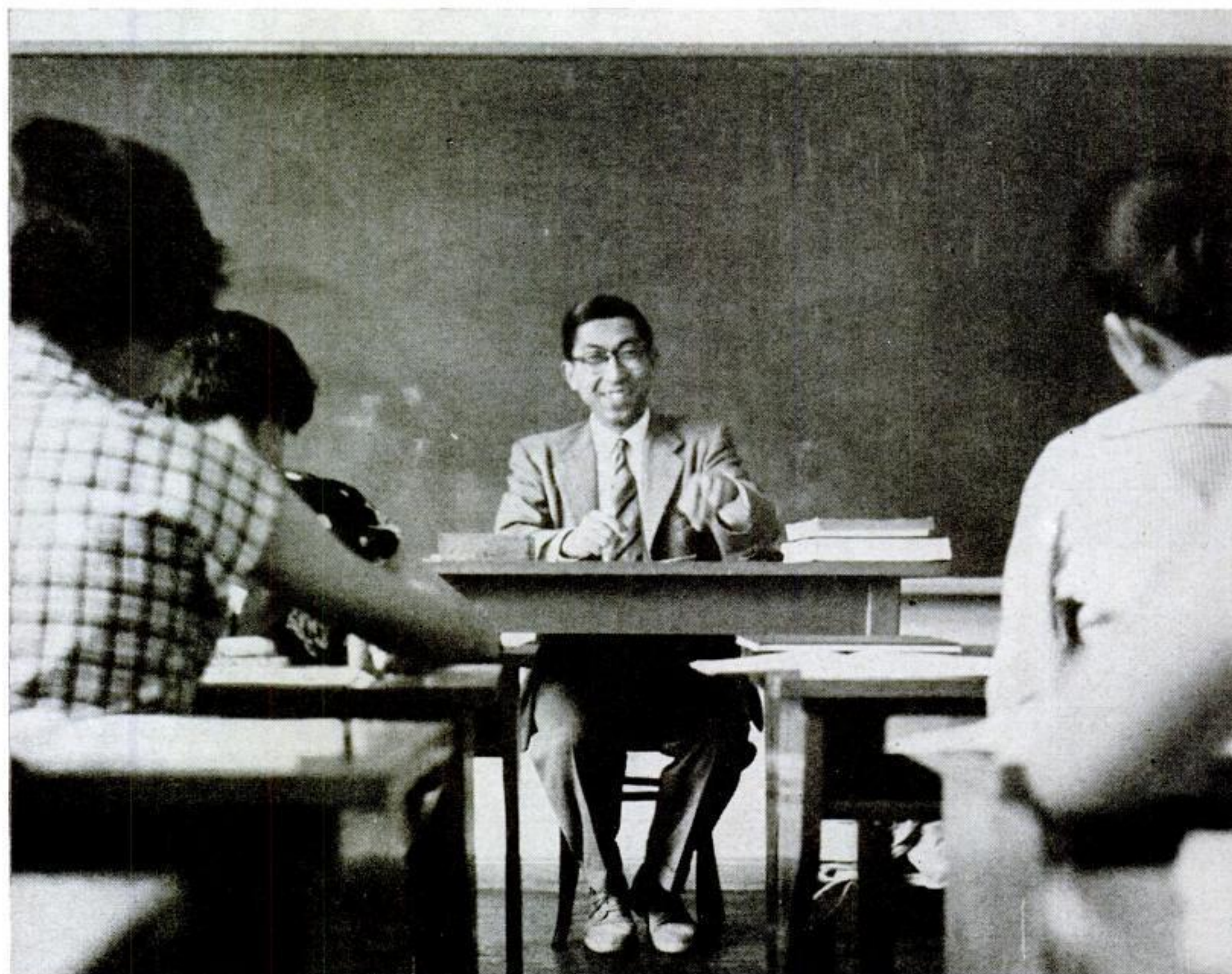
Get acquainted with SQUIBB quality

EDUCATION

PRINCELY PROFESSOR IN JAPAN



IN THE OLD DAYS Prince Mikasa wore royalty's trappings. Here he and bride are shown at the Imperial Palace.



SMILING PRINCE LECTURES HIS 15 GIRL STUDENTS. HE CAREFULLY PREPARES LECTURES, IS PAID \$6.40 PER MONTH

Emperor's brother instructs students in ancient history

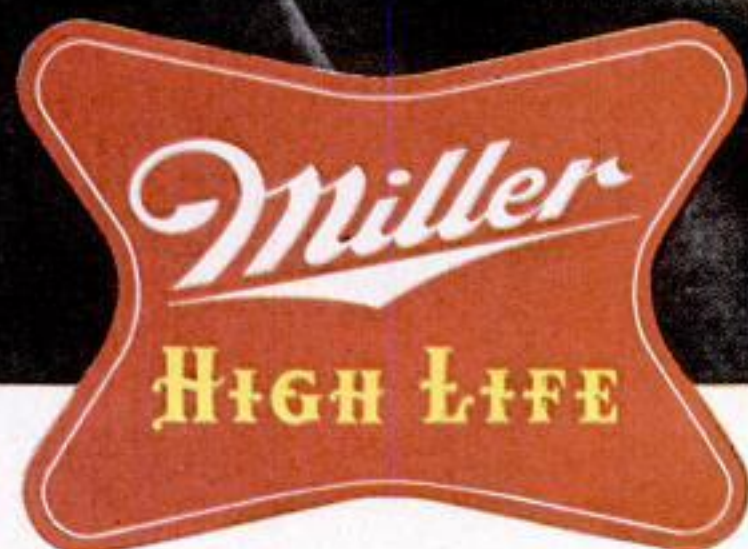
Students at Tokyo Women's Christian College are pleased with their new professor and greet him with a cheerful "Sensei," meaning teacher. The faculty, however, cannot bring themselves to such familiarity and address him as "Denka," meaning your imperial majesty. The new professor of ancient Oriental history is 39-year-old Prince Takahito Mikasa, Emperor Hirohito's youngest brother, first member of Japanese royalty to become a schoolteacher.

The prince, a symbol of Japanese democracy, is known at the college as "no high hat." He has an easy lecture style and a sense of humor—he lectured once on Noah's Ark because it was raining hard outside. When he began teaching this year, he recalls, "I had a tendency to mumble and stutter." But he now thinks he will make "a pretty good professor."



BOWL OF NOODLES costing 5¢ is favorite of prince when he eats at campus cafeteria at the professors' table.

The Genuine Milwaukee Beer



© Miller Brewing Company, Milwaukee, Wisconsin



Everyone knows that Milwaukee beer is traditionally famous for quality and flavor . . . so why not choose THE Genuine Milwaukee Beer, MILLER HIGH LIFE, brewed ONLY in Milwaukee for 100 great years.

The Champagne of Bottle Beer

No home is a modern this new Electronic

Electronic thermostat outside your house obsoletes all other

HOW MANY TIMES has this happened to you? Outside your house icicles hang, or cold winter rain drips. Inside, your heating system purrs away; thermometer indicates a cozy 72 degrees. Yet there you sit, in the big wing chair, your feet ankle-deep in a pool of cold air.

Irritably, you jiggle the thermostat. Up, up—to 74, 76, 78. And suddenly you're too hot! So *down* you move the thermostat. And so it goes . . . you're always uncomfortable.

Old-fashioned temperature control is not enough — which is why new Honeywell Electronic Moduflow had to be developed.

Here's how it gives you comfort you've never known before. The Weathercaster (1) senses the outdoor temperature and tells the indoor Golden Circle Thermostat (2) when to raise or lower house temperature. The indoor thermostat then signals

the Clock Control Center (3) to adjust your heating plant for just the right degree of comfort. All done with electronic speed and simplicity, and accurate to within a fraction of one degree!

Marvelous in winter, Electronic Moduflow keeps you at the right temperature in summer, too, if you have central air conditioning.

It's easy to get Electronic Moduflow for your home

See your builder, heating dealer or architect. Average price of Electronic Moduflow system, installed, is \$199.40. Works with any adequate central heating or cooling system. *For your new home*, Electronic Moduflow can be included in the financing. Or you can have it installed in your *present home* on an improvement loan.

Fully air conditioned Electronic Comfort Home near Cincinnati, Ohio. Price in Cincinnati: \$20,000. Builder: The Arcose Co. Architect: William Riesenbeck.

MARK OF AN ELECTRONIC COMFORT HOME



home without Comfort Control

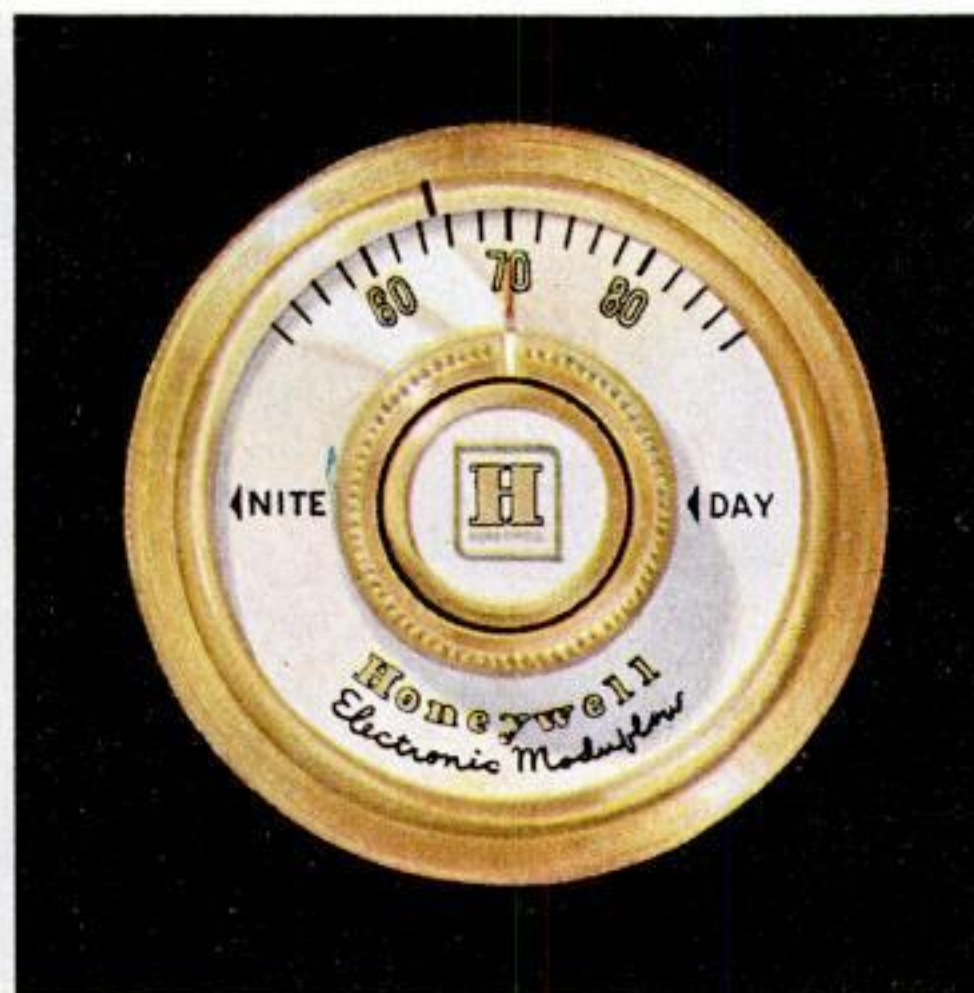
forms of home temperature control

Actual size



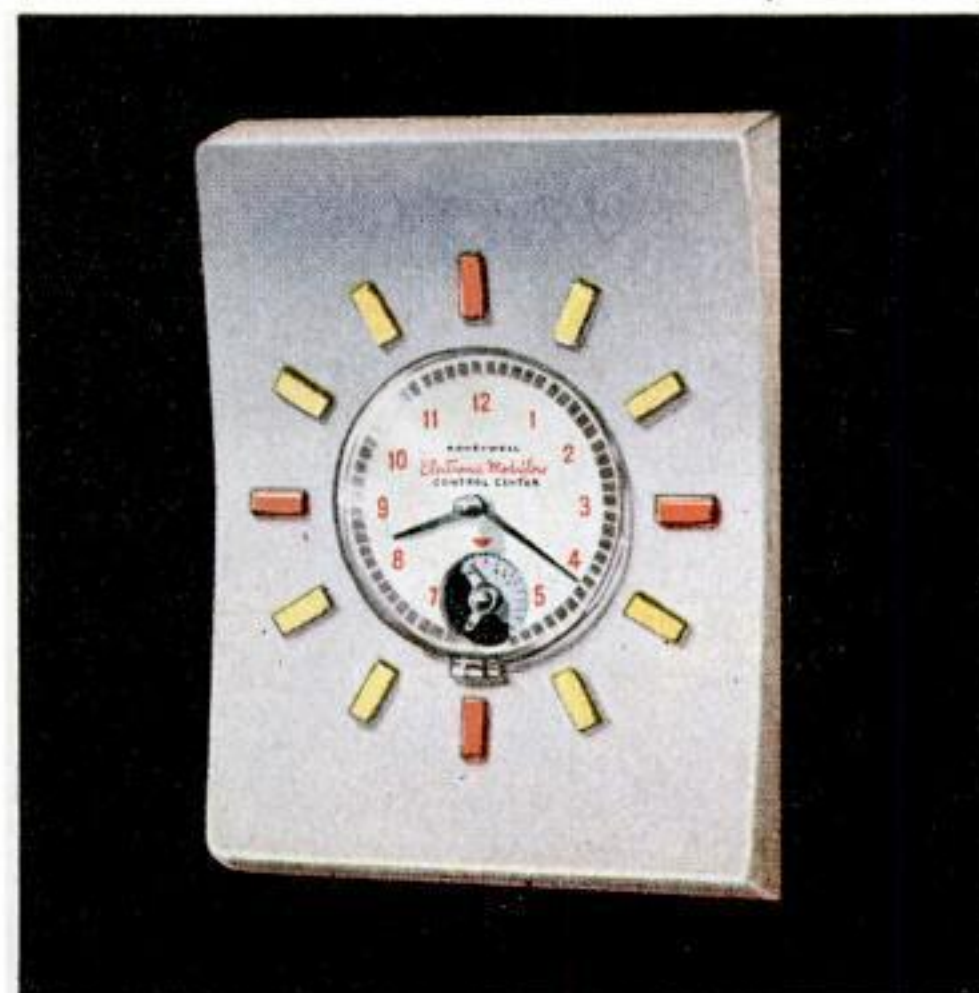
1 Electronics. An electronic super-sensor—that's this new Outdoor Weathercaster, eight times more sensitive than ordinary thermostats. Mounted *outside* your house, it continually adjusts the indoor thermostat by telling it what the outdoor temperature is. Designed by Henry Dreyfuss in a new all-weather material.

Actual size



2 Temperature. This beautiful Golden Circle thermostat guards the temperature in your home. Designed for today's living rooms, it eliminates thermostat "jiggling" because you simply dial the daytime and nighttime temperatures you want. Thereafter, the outside thermostat raises or lowers them *automatically*.

1/5 Actual size

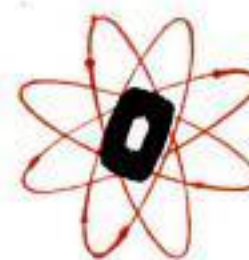
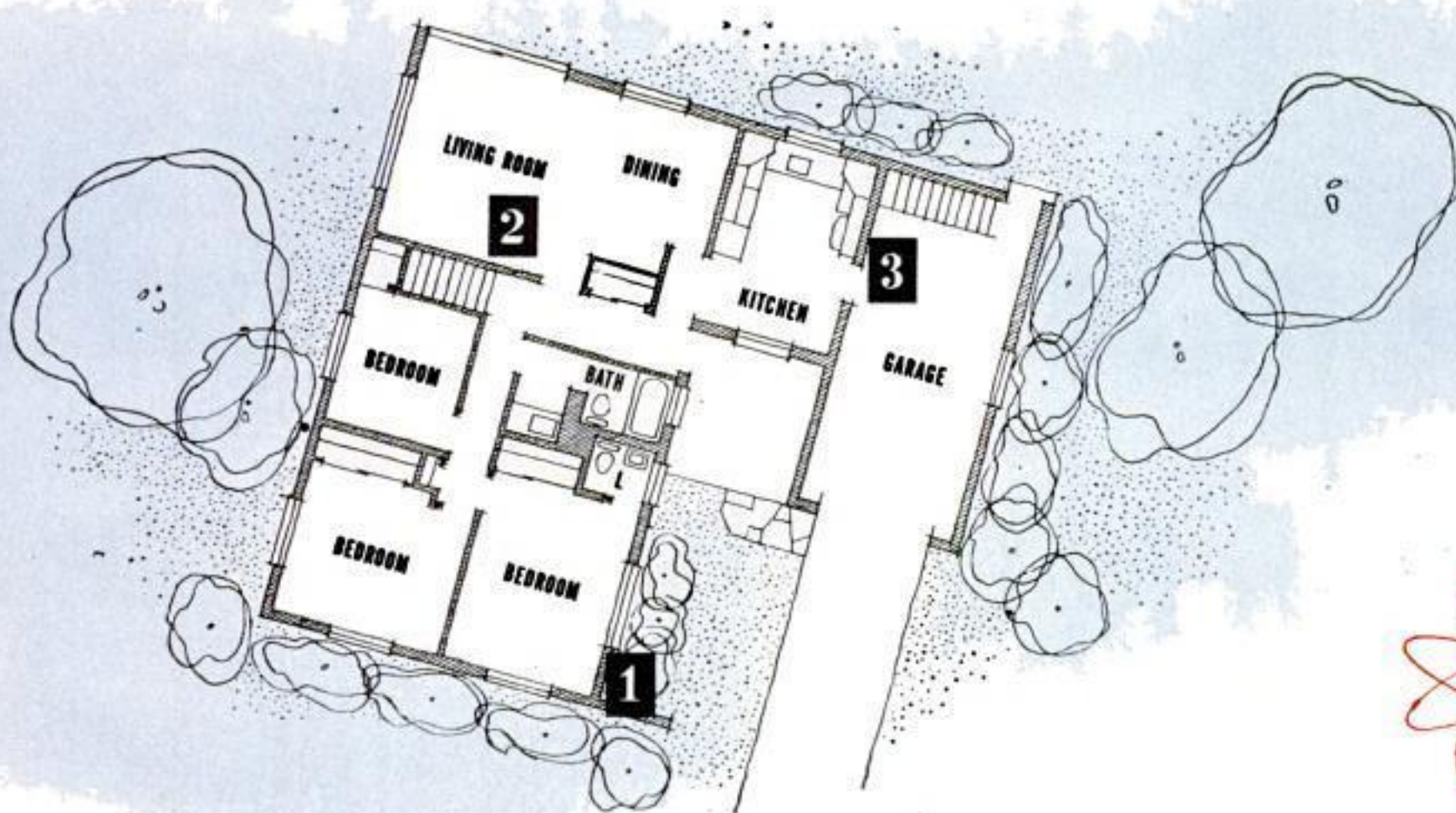


3 Time. Handsome, functional, modern... never before a wall clock like this... the face is luxurious brushed chrome. Hour markers are available in red, yellow, copper or gold. The clock and its recessed "electronic brain" work together to give you—automatically—lower nighttime temperatures for cool sleeping.



A Leading Cincinnati Home Builder

William F. Hendy, an officer of The Arcose Co. and the Cincinnati Home Builders Association, has long been a leader in the housing industry in Cincinnati. His firm is the first in the area to install, on a project basis, Electronic Moduflow, central air conditioning and built-in electronic kitchens. Annual production is 300 homes, ranging in price from \$15,000 to \$30,000. All '55 homes will be air conditioned Electronic Comfort Homes—featuring Honeywell Electronic Moduflow Temperature Control.



For heating or cooling

MINNEAPOLIS
Honeywell

Electronic Moduflow





Nothing but delicious coffee!

Nescafé® satisfies your “coffee hunger”
the modern way. You see, Nescafé is all choice coffee—
the pick of the crop from the world’s finest coffee plantations.

No wonder it’s the friendly coffee, the coffee with the
fine flavor that truly satisfies your coffee hunger!



**ALL
COFFEE—**
Nothing
but
Coffee!

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AT A REHEARSAL FOR A HUGE RED-FRONT RALLY IN NEW YORK IN "TRIAL," ORGANIZER BARNEY CASTLE (ARTHUR KENNEDY) COACHES THE MONEY COLLECTORS

HOW THE REDS MAKE MARTYRS

Angel Chavez, in M-G-M's *Trial*, is a Mexican accused of murder in a Mexican-hating community. Seizing the case as a cause, the Reds raise money for the defense and themselves with big rallies. But when his freedom is all but won, they feel he would be more valuable to them as a dead martyr than a free boy.

Excellent acting and high suspense make

Trial an exciting film and, though its plot is sometimes hard to swallow, its message is inescapable. It was reinforced only last week when a mammoth Harlem rally protesting the acquittal of the two white men accused of killing Emmett Till (LIFE, Oct. 3) was warned by a Negro speaker against accepting any Communist help, "for their support is the kiss of death."

DEFENSE LAWYER DAVID BLAKE (GLENN FORD, RIGHT), REALIZING HE WAS DUPED BY THE REDS, TRIES TO SAY SO AT THE RALLY BUT IS DROWNED OUT BY CASTLE



CONTINUED

Another new
Pillsbury
fresh-dough*
timesaver!



New Pillsbury Quick Cinnamon Rolls

Not a mix! 8 rolls of fresh dough, already spread with cinnamon and sugar, in a new easy-open can. A twist of the wrist and you're baking. Just put 'em in a cake pan. Then bake 'em . . . perfect every time. Taste this new kind of cinnamon roll that's sweet . . . spicy, heavenly light. Deliciously different and so easy to make.

***fresh-dough** keeps
fresh in your grocer's dairy case
. . . keeps fresh in your own re-
frigerator . . . like milk, cream,
cheese and other fine, fresh foods.



You'll love these, too!

New Pillsbury Buttermilk Biscuits



10 buttermilk biscuits
of **fresh-dough** in
a new easy-open can.



Special process locks
in the buttermilk flavor.



And all you do is bake 'em
Get 'em at your grocer's
dairy case today!



HYSTERICAL MOTHER (Katy Jurado) is frightened by lawyer who, as a lynch mob waits outside the jail, makes her swear to follow his instructions. His secretary (Dorothy McGuire, *left*) is former Red who turns against him.



SYMPATHETIC DEFENDER, David Blake, visits Angel (Rafael Campos) in jail. He takes the case to get the trial experience which he needs to keep his job as a university law professor. In doing so he becomes dupe of the Reds.

CONTINUED

THE LABEL TO LOOK FOR WHEN YOU SHOP FOR COMFORT IN FURNITURE

See the difference-

Feel the difference-

Enjoy the difference-

**IT'S CUSHIONED
FOR BEAUTY AND
COMFORT WITH**

RESTFOAM

**FOAM RUBBER
CUSHIONING**

HR

HEWITT-ROBINS INCORPORATED • RESTFOAM DIVISION
BUFFALO 3, NEW YORK



This booklet tells why
Restfoam is your best buy.
Write for it.



CONSUMER PRODUCTS DIVISIONS
HEWITT-ROBINS
INCORPORATED
STAMFORD, CONNECTICUT

Get the Prize Exclusive GOLD MARK DECANTERS

with your
G & W
favorite At No Extra Cost



*Best
Bourbon Buy*
MILL FARM



*Popular People
Pick*
**G & W
SEVEN STAR**



*Always a
Welcome Gift*
Wight's
SHERBROOK

Collect a complete set of five
decanters—at no extra cost—
for home bar, buffet or gifts.



Smart "HOSTRAYS," designed for 2, 3,
or 5 Gold Mark Decanters, are available
at modest cost. See your retailer.



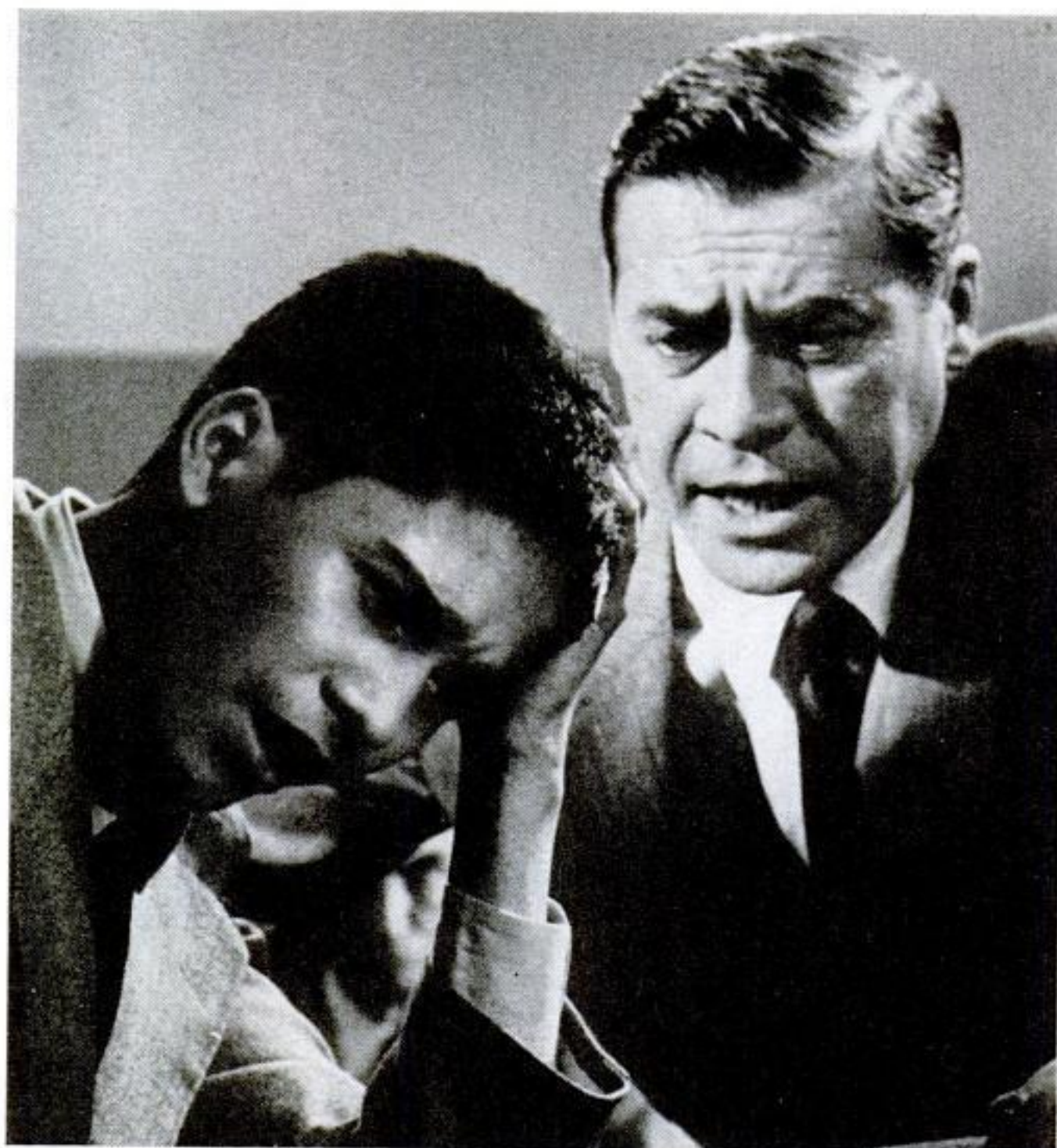
—Just
remove the
label—you
have a beauti-
ful, permanent
decanter with
the word Rye,
Scotch, Bour-
bon, Canadian
or Gin in-
scribed in gold.

Millions Say 'When'
with
**WILLIAM
PENN**
in regular bottles only



MILL FARM, STRAIGHT BOURBON WHISKEY, 86 PROOF; SEVEN STAR, BLENDED WHISKEY, 90 PROOF, 37½% STRAIGHT WHISKEY 6 YEARS OR MORE OLD, 62½% GRAIN NEUTRAL SPIRITS; WILLIAM PENN, BLENDED WHISKEY, 86.8 PROOF, 35% STRAIGHT WHISKEY 6 YEARS OR MORE OLD, 65% GRAIN NEUTRAL SPIRITS; GOODERHAM & WORTS, PEORIA, ILLINOIS; SHERBROOK, STRAIGHT RYE WHISKEY, 86 PROOF, 7 YEARS OLD; THE FRANK L. WIGHT DISTILLING CO., LORELEY, MARYLAND.

Reds Make Martyrs CONTINUED



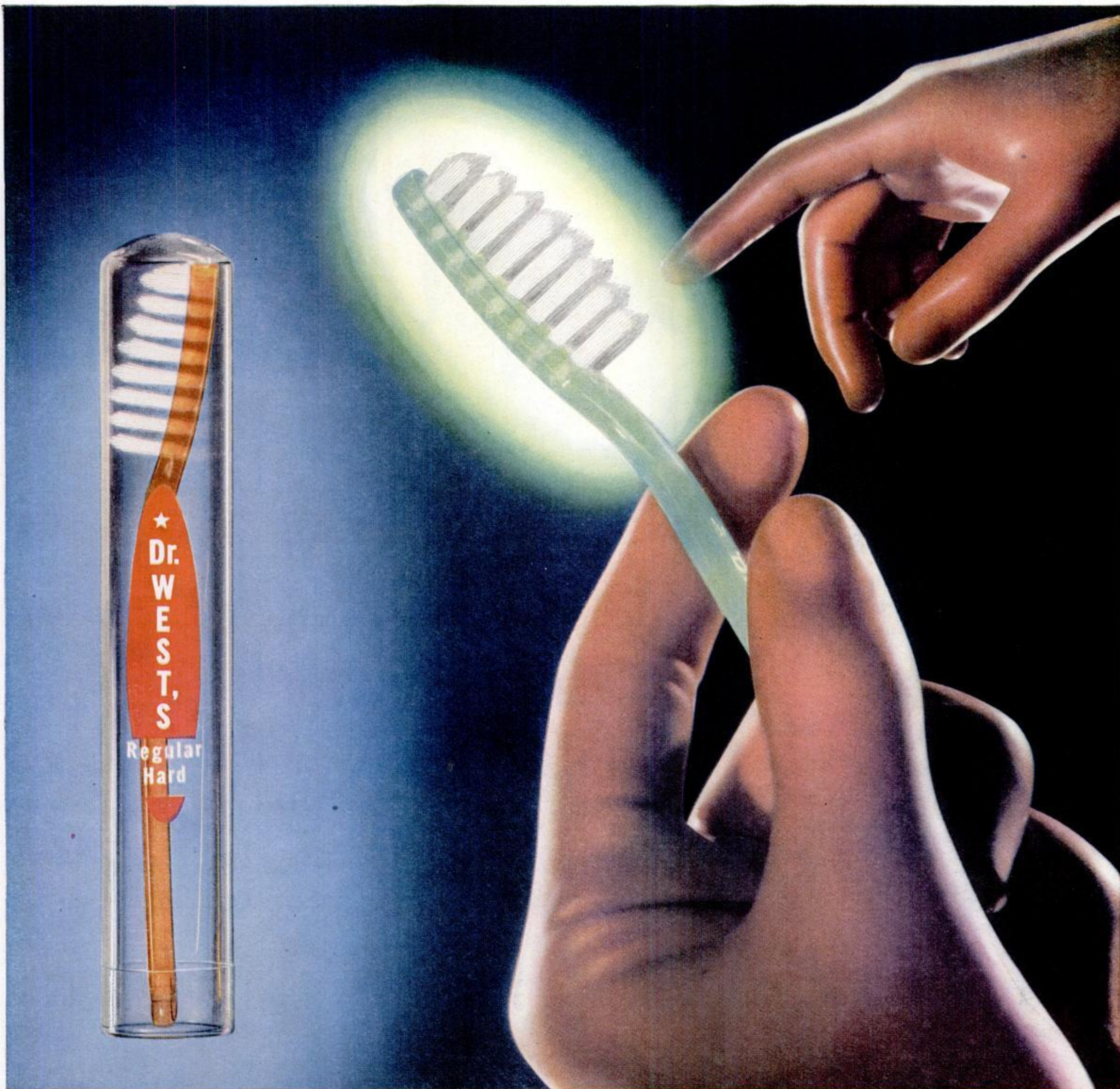
PROSECUTING ATTORNEY (John Hodiak) confuses young Chavez hope-
lessly when Red defense sells him out by making him unnecessarily take stand.



DOUBLE-CROSSING LAWYER who heads the Chavez defense hurls insults
at the trial judge for trying to get to the bottom of the Red defense tactics.



A STERN JURY glowers at Angel after he breaks down in the witness box.
He had been warned that a "guilty" verdict was certain if they looked at him.



Copr. 1955 by Weeco Products Co.

60¢

The one and only Germ-Fighting Toothbrush

- **Reaches you Surgically Sterile!**
- **Made to stay Actively Antiseptic!**
- **Repels, inhibits or destroys all types of germs!**

Each time you use this new Dr. West's Miracle-Tuft it is as fresh, clean and *safe* as when you took it surgically sterile from its glass container. As safe as though handed you from the sterilized rubber gloves of a surgeon.

The entire brush head is treated by a special process* that gives it anti-bacterial properties. The result—this new Dr. West's stays *actively*

antiseptic for up to 4 months in use. No germs of any type can thrive or multiply on it. It fights germs *even while hanging in your bathroom!*

This is an investment in oral hygiene you can't afford to be without. A toothbrush that fights tooth decay, fights bad breath. And now even fights germs as no other toothbrush can! Get new Dr. West's for every member of your family.

*Pats. Applied For

Who ate my Post Toasties ?



No fair! Here's Sis home by twelve—and what's her reward?
Not a single solitary Post Toastie! Naturally she's about
to raise the roof. 'Cause no other corn flakes taste so good—morning,
noon, or midnight. Only Post Toasties are so crisp, with that
rich golden-corn flavor. Comes the dawn, better hurry to the store
and get some more. For goodness sake—get **Post Toasties**.



WARDROBE OF SHEATHS, all with high necks and beltedless waists, includes an evening version in satin (*left*, Kasper, \$40), red wool tweed with deep V in

back for cocktails (\$20), striped wool with ribbed trim for day (\$23, both Jeanne Campbell), gray flannel cocktail dress with cut-in shoulders (Anne Klein, \$40).

Uniform for Young

FULL SKIRTS NARROW TO SHEATHS

The tightly belted, petticoat-padded silhouette which has prevailed among the young since 1951 is now being hastened out of fashion by a mere slip of a dress. Shown above are four versions of the new high-necked, unbelted style by three young designers (*right*), who are winners of the 1955 Coty American Fashion Critics' Award, the Winnie. An important part of the three winning collections is the simple sheath which is becoming a youthful new uniform for all times of day.

Although these sheaths look like exact duplicates, the designers have varying ways of shaping the waists and tricky original cuts for the necklines. Worn with plain black pumps and uniform page-boy hairdoes, preferably blond, they set off the wearer's figure as well as her jewels and furs.



THREE WINNERS hold Winnies: From left, Jeanne Campbell, 35, Sportwhirl designer; Kasper, 28, of Arnold & Fox; Anne Klein, 33, of Junior Sophisticates.

So Creamy So Lasting



**you'll hardly believe
your own lips!**

You'll hardly believe a lipstick could be so creamy-smooth—but your own lips will tell you it's true! Cutex Lipstick with pure, Sheer Lanolin is creamiest, smoothest! Keeps lips soft as satin... glowing with that lovely dewy look.

So lasting. Color stays on all day, all evening... actually stays on till YOU decide to wash or cream it off. Cutex Lipstick doesn't smear off on cups, napkins, or people... keeps lips *always* rosy-bright.

So radiant at night... because Cutex is based on a "night and day" formula that doesn't fade or go flat after dark. Choose a lovely Cutex color today for your lips—for more lipstick quality... *more lipstick value*... your very best buy is Cutex!



CUTEX
SHEER LANOLIN LIPSTICK

NEW! Luxurious! Cutex "Gold Mesh" Case Cutex brings you a new size, bigger than other dollar lipsticks, plated with 24 carat gold, \$1.00. Regular size 59¢. For matching fingertips, Chip-pruf Diamond Cutex, 25¢. At your favorite toiletries counter. Prices plus tax.

UNIFORM FOR YOUNG CONTINUED



FLOOR-LENGTH SHEATH, though made in dressy ivory brocade, remains tailored in cut (Anne Klein, \$39). It has 13-inch slit in back enabling wearer to slink about. Both the long and short versions of the sheath dress measure a yard around the bottom, but ankle-length style appears tighter.

Pardon us while we change our dress

**Gentle Philip Morris
puts on a bright
new modern package**

FOREVER IMPROVING, Philip Morris has brought you gentler tobaccos, advanced quality controls, the Snap-Open pack.

Now comes a bright new red, white and gold package—graceful to look at, hold and offer. It's right in keeping with modern taste in design . . . just as the cigarettes within are right in tune with the modern taste for gentleness.

For a short time, you'll be seeing Philip Morris in both the new package and the familiar brown.

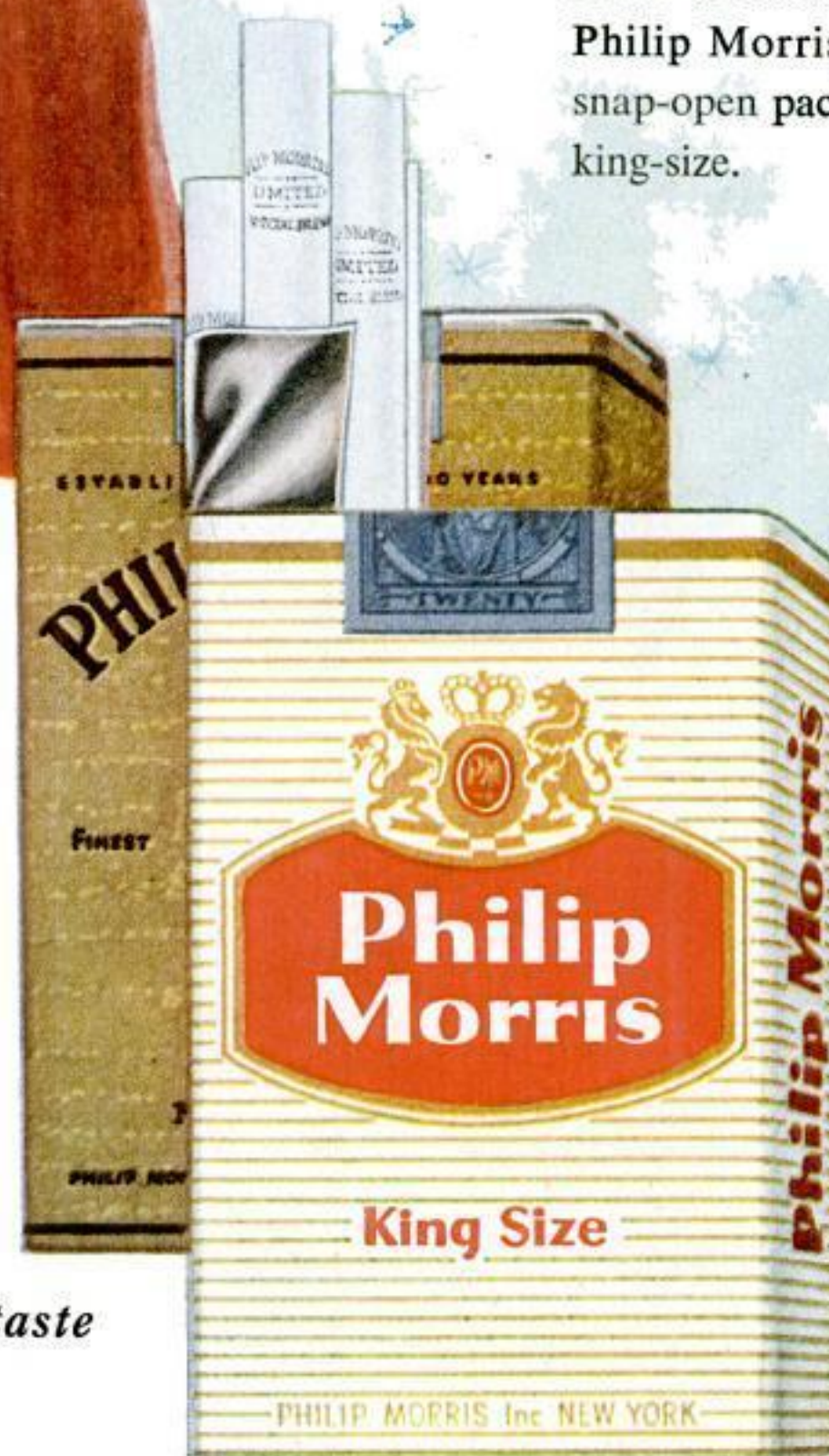
Soon you can get the new package everywhere. Inside, of course, are the same identical gentle Philip Morris.

So pardon us while we change. And today why don't you change, too . . . to the gentle pleasure, the fresh unfiltered flavor of today's Philip Morris? In the convenient snap-open pack . . . regular or smart king-size.

You'll see both these packages for a while
... until the change-over is complete.

Philip Morris

... gentle for modern taste



©1955, Philip Morris Inc.

EVERYBODY'S GOING about a **NEW KIND OF**



MODERN AS A MIX CAKE!
SPRINKLE ANGEL FLAKE ON YOURS!

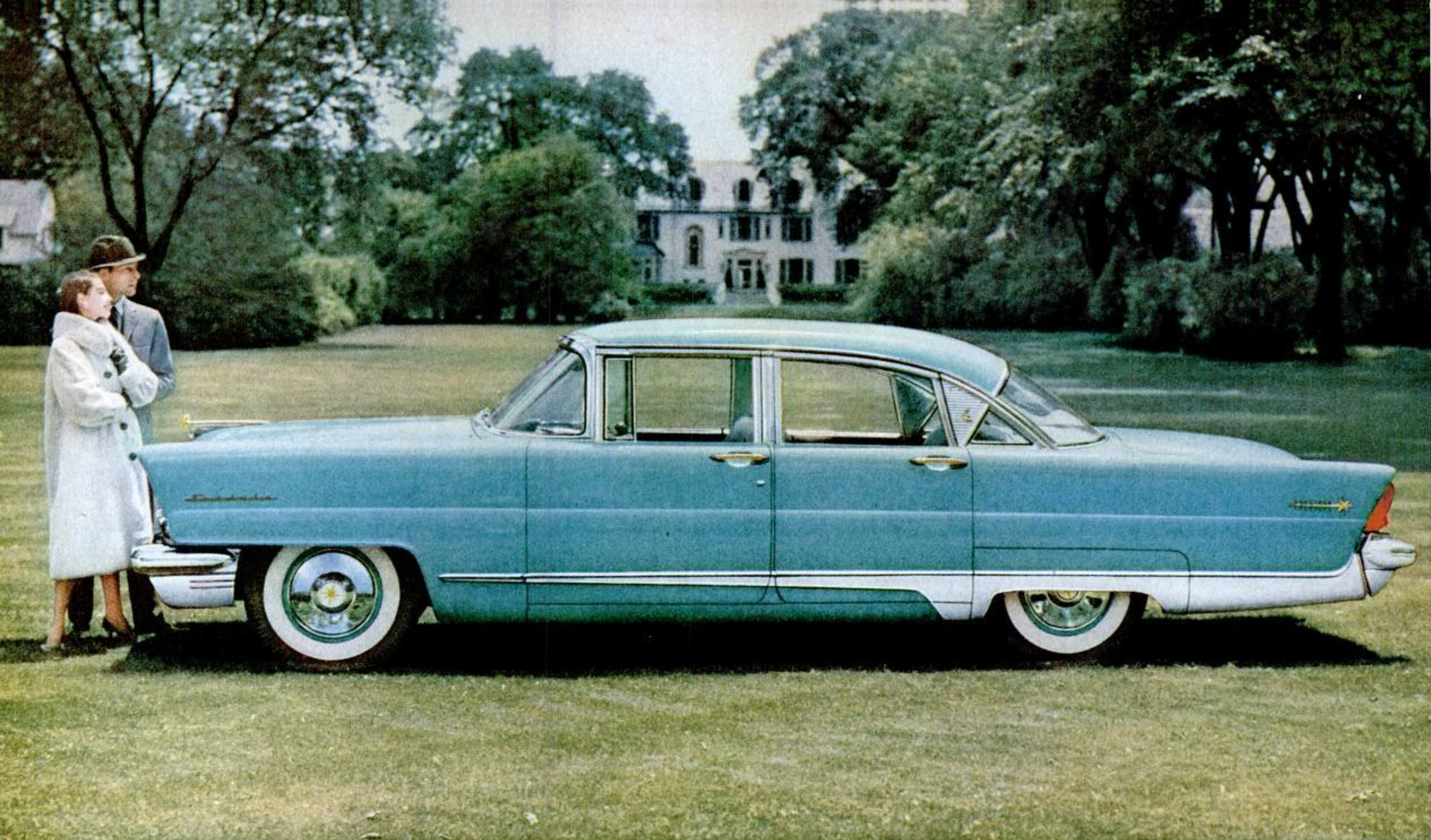
COCONUTTY... COCONUT!

Heavenly, tender-thin flakes
that just melt in your mouth!

- * FLAKES FOR MORE FLAVOR!
- * FLAKES FOR MORE TENDERNESS!
- * FLAKES FOR EASIER EATING AND CUTTING!



A FINE PRODUCT OF GENERAL FOODS



THE LINCOLN PREMIERE SEDAN

LINCOLN FOR 1956

Unmistakably the finest in the fine car field

A single glance tells you—*unmistakably*—Lincoln for 1956 has a new, pure beauty of fine car design. This longest, lowest, roomiest Lincoln of all time is truly sculpture in steel . . . fashioned as a harmonious unit rather than a mere assembly of parts.

Inside, too, Lincoln is unmistakably the finest. With 29 interior combinations of new decorator fabrics and leathers, obtainable only in Lincoln. With Lincoln's matchless touch in every appointment, every fitting, every fastening.

There's a new kind of safety-minded power in the new 285 hp. Lincoln engine—with *more usable power than in any other car*. Extra safety rides with you, too, in the renowned, road-hugging suspension system of this best-performing car . . . in its great array of instantly obedient power assists . . . in its safer balanced weight distribution.

You'll know you're riding in the finest when you drive Lincoln for 1956. Prove this to yourself *unmistakably* . . . at your Lincoln dealer's.

Unmistakably . . . LINCOLN



THE LINCOLN PREMIERE COUPE

In two completely new series: Lincoln CAPRI and the even more magnificent Lincoln PREMIERE

Lincoln for 1956 brings you all these important safety advances: retracted steering column with safety-flex steering wheel . . . triple strength safety-plus door locks . . . optional safety belts . . . the largest windshield in its field.



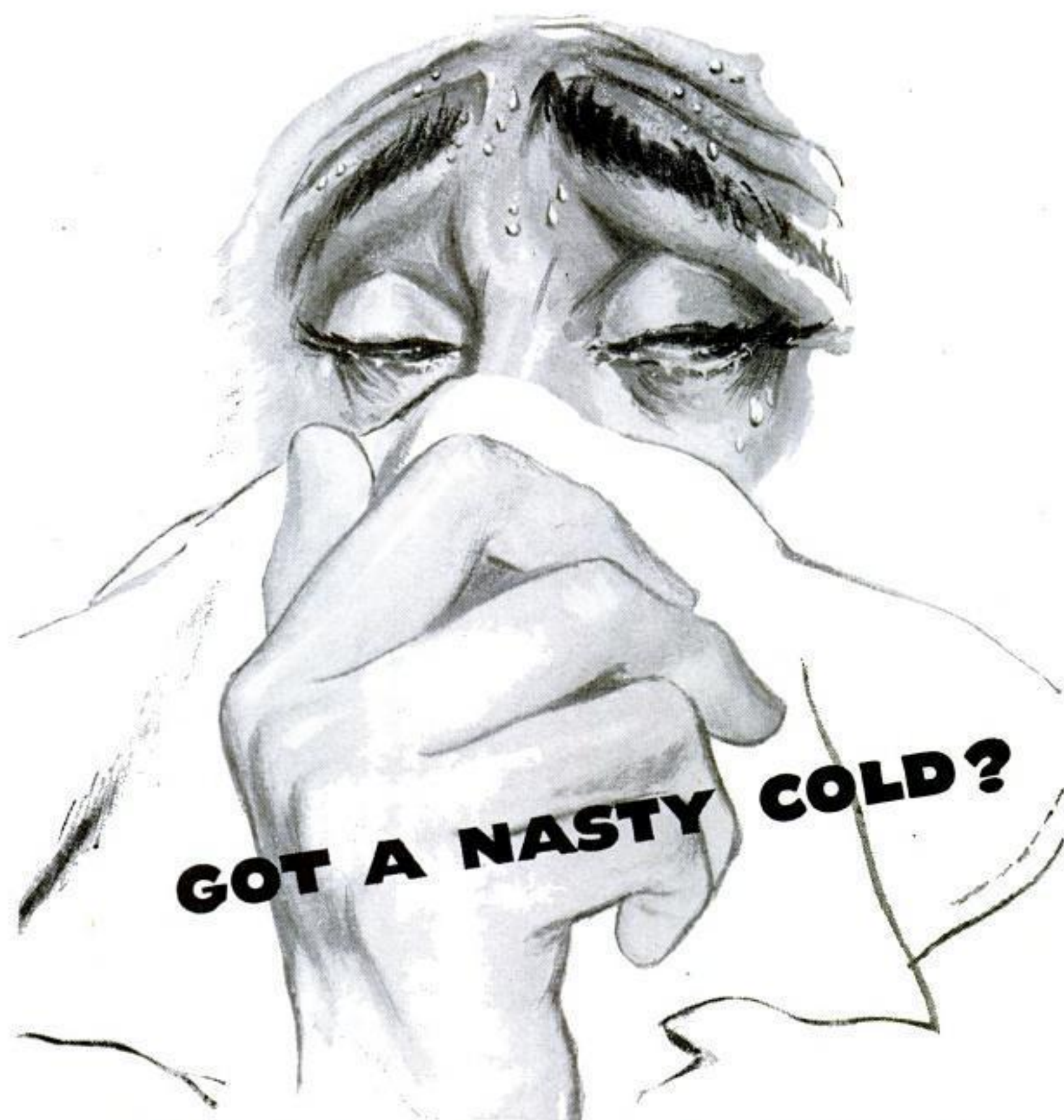
A Belated Blessing

MILWAUKEE CRANES HAVE A CHERISHED CHICK

For 28 years Milwaukee's two African crowned cranes patrolled the Washington Park Zoo, grubbing for grains in chickless but changeless devotion. Then on Labor Day keepers noticed curious rustlings in the tall grass of the bird enclosure across from the giraffe house. Occasionally one of the tufted heads would rise and peer anxiously about. Three days later the pair emerged and proudly paraded their fuzzy first-born, frequently craning their necks for a closer look (*above*).

Like others of their species, who rarely breed in captivity, Milwaukee's cranes had never before produced young. But this summer the female laid an egg which, aided by a record heat wave, finally hatched. Then the parents escorted the baby crane about, teaching it what every young crane should know (*following pages*).

CONTINUED



NEW **BROMO QUININE**[®] GUARANTEES YOU MORE COMPLETE RELIEF than any other cold remedy!

Unlike aspirin and other less effective remedies, new Bromo Quinine is a *real* cold tablet. Its exclusive medicinal formula now contains an amazing new Citrus BioFlavonoid—plus the five potent cold-fighting ingredients that have made

Bromo Quinine so famous. It now guarantees the most complete relief possible from *all* these cold miseries:

Here's New Bromo Quinine's Amazing Guarantee:

*If you have ever bought any cold
remedy—at any price—
that brought you:*

- MORE COMPLETE RELIEF
- FASTER RELIEF
- LONGER-LASTING RELIEF

... simply return the unused tablets
and your money will be promptly
refunded.



New Bromo Quinine—with a Citrus BioFlavonoid—is designed to help relieve more cold symptoms, including those caused by viruses, than any other leading product.

When you've got a real cold - get a real cold tablet

BROMO QUININE

BELATED BLESSING CONTINUED



TAKING A TIDBIT from one parent, the baby crane grasps it in its beak. After being fed for several weeks, the chick learned to find food for itself.



A GUIDING FOOT is raised to keep the chick from approaching pond in the bird enclosure. Unlike most cranes, crowned cranes are not water birds.



Treat your engine as a V.I.P.* — *give it this special care—have maximum protection, avoid costly repairs*

New Mobiloil Special is the *specially* made year-'round oil developed to provide reliable protection for one of your greatest valuables—your car's engine. Use this oil in *all* seasons of the year . . . in *all* climates . . . with complete confidence. It safeguards against wear and corrosion with amazing effectiveness . . . helps your engine to perform at its best. New Mobiloil Special means greater smoothness, faster pickup, extra power—and greater *gasoline* mileage, too. For maximum protection of your engine make your oil New Mobiloil Special . . . now.



Owners report substantial gas savings, too!

Since switching to New Mobiloil Special, car owners are reporting more miles per gallon from their gasoline—substantial savings in mileage in addition to better performance.

New Mobiloil SPECIAL

Sold at Mobilgas Stations, Garages, Car Dealers

* Very Important Property

SOCONY MOBIL OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION



mmmmmmmm

... it's Canada Dry time!

That mouth-watering moment is here again. Time for thirsts to revel in the best in beverages—made by Canada Dry. Try world-famous Canada Dry Ginger Ale, deliciously dry, not too sweet, *just right*... True Fruit Orange, flavored with the finest, juiciest oranges grown... True Fruit Black Cherry, rich with the flavor of luscious Morello beauties. Keep *all* your favorites in the refrigerator. Then you can snap the cap... and mmmmmmm... it's Canada Dry time!



THE FLAVOR YOU LIKE

THE NAME YOU KNOW



A FLAVOR FOR EVERY TASTE

You can get them all made by Canada Dry—True Fruit Orange, True Fruit Black Cherry, Grape, Root Beer, Spur Cola, Hi-Spot Lemon Soda, Ginger Ale and many others.



GUARDING THE BABY, a crane parent spreads its wings and sends the chick scurrying away from danger, a zoo visitor that approached too close.

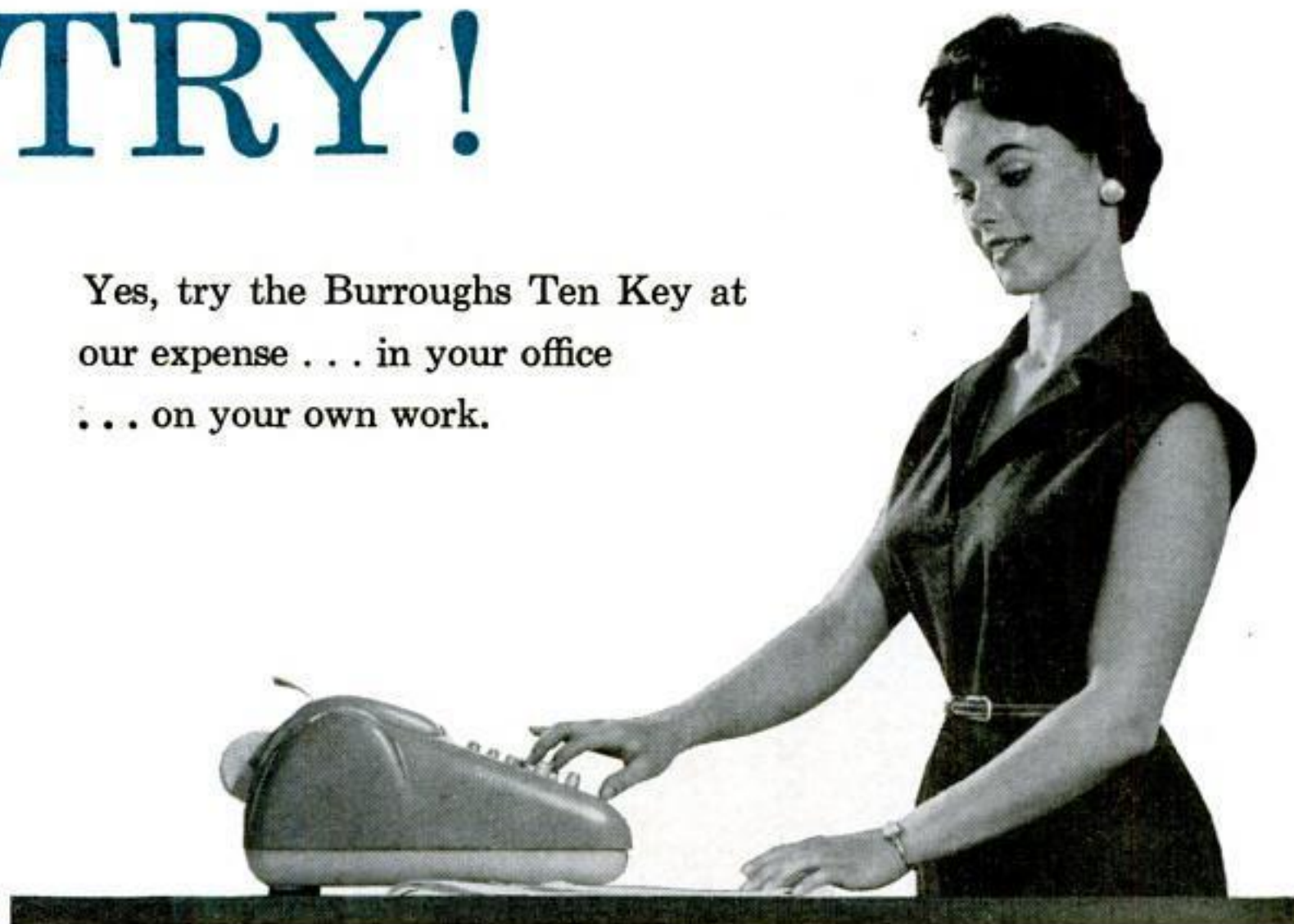


FORAGING FOR FOOD, parents walk sedately on either side of the chick, bending their necks as they eye the ground for insects or morsels of grain.

CONTINUED

TRY!

Yes, try the Burroughs Ten Key at our expense . . . in your office . . . on your own work.



SIGH!

Yes, sigh over the Ten Key's lovely new fashion-toned colors: Alpine Blue, Sea Mist Green, Capri Coral and Amber Gray.



BUY!


Yes, for a "soft touch" on your job, ask that boss of yours to buy the Burroughs Ten Key Adding Machine.



BURROUGHS TEN KEY
Adding Machine



Our local branch or dealer is listed in the Yellow Pages. Burroughs Corporation, Detroit 32.



HOLIDAY...
scintillating rhinestones
caught in a twirling leaf-motif
in golden-toned Trifanium.

Necklace, \$10.00;
Bracelet, \$6.00;
Earrings, \$5.00;
Pin, \$5.00.

 **TRIFARI**
Jewels by

*Prices plus tax.
Not authentic unless stamped Trifari.
Jewelry designs copyrighted by Trifari.*



ON ITS OWN, the baby crane offers a confident chirp as it sets out to look for food. When it is mature, its peep will turn into a loud, gooselike honk.



Slippers by Capezio

RED SPARK nylon lingerie by *Luxite*

ExSIGHTment! Red Spark—the, THE lingerie color of this color season—brilliantly captured by Luxite. To brighten your smartness, lighten your spirits. An intimate inspiration, if there ever was one! Dare it, wear it—and see!

"Floralace" set of fine Luxite-made nylon tricot. Decor: all-over lace and permanent pleating.

Poetic gown with front-lined camisole bodice. Also in Precious Pink, Charm Blue, Gay Mauve, White, Black. 32-42. About \$8.95

Cradle snatcher twosome with lined-lace bodice trim, ruffled elastic-leg brief. Also in Charm Blue, White. S-M-L. About \$7.95

Be-ribboned waltz length gown with lined camisole-type bodice. Also in Precious Pink, Charm Blue, Gay Mauve, White. 32-38. About \$8.95

Flirty slip with lined front bodice. Also in Precious Pink, Charm Blue, Blithe Brown, Gay Mauve, White, Black. 32-42, average and tall lengths, about \$5.95

at leading stores—watch for their ads featuring Luxite's Red Spark lingerie

Our 83rd Year of Fashion Leadership—©HOLEPROOF HOSIERY COMPANY, Milwaukee 1, Wisconsin • In Canada: London, Ontario

Slightly more in Canada



Call for the whiskey that

...at your Friendly Tavern

Only a whiskey as rich and smooth-tasting as Calvert can be so completely satisfying in this new, popular short hi-ball.

And that's just what a "Lo-Ball" is — a short hi-ball made with a generous jigger of Calvert over ice, plus a splash of your favorite mixer and a twist of lemon peel for trim!

A "Lo-Ball" must be made with Calvert, because

only Calvert has that wonderful *smoothness* going down... and only Calvert combines such deep mellowness with such truly satisfying whiskey flavor!

Try a Calvert "Lo-Ball" today! Your first taste will tell you why it's America's fastest-growing whiskey drink... and why Calvert is the whiskey that made it famous!

Calvert Satisfies

like no other whiskey





Smoother going down

made the "Lo-Ball" famous

...for serving at Home!



CALVERT DISTILLERS COMPANY, N. Y. C.—BLENDED WHISKEY—86.8 PROOF—65% GRAIN NEUTRAL SPIRITS.

SPECIAL OFFER: Get these 4 "Lo-Ball" Glasses, with your initial hand-carved, for only \$1.00

- Four stunning, crystal-clear 7 oz. glasses for only \$1.00 (one-half retail value).
- Each hand-carved with your initial.
- Made by a famous manufacturer of glassware.
- Use to serve "Lo-Balls," Martini-on-the-Rocks, Old Fashioneds, etc.
- Each set accompanied by easy-to-make recipes.
- A perfect gift—order now for the holidays.

MAIL THIS COUPON TODAY!

PLEASE SEND ME _____ sets of 4 Calvert "Lo-Ball" glasses and recipe folder. I enclose \$_____ to cover cost of glasses and mailing. (Enclose \$1.00 for each set. Limit is 3 sets.)

My initial, to be hand-carved on glasses, is _____
(One initial only)

Name _____
(Please print)

Street _____

City _____ State _____

Mail to Calvert, Box 5068-F, Chicago, Ill.

(Offer void if taxed, prohibited, or otherwise restricted by state or municipal laws. Limited to U.S.A., its territories and possessions. Delivery of glasses takes about four weeks. Offer expires March 30, 1956.)



SWISS GOTHIC HOUSE, Loch Aerie, was built in 1865 near West Chester, Pa. by William E. Lockwood, who made a fortune in the manufacture of paper

collars. Gables and dormers are topped by Gothic finials, windows are rounded in Romanesque style. Mr. Lockwood's daughters still own and live in the house.

PART V

AMERICA'S ARTS AND SKILLS



TUSCAN VILLA with tower and balcony is a setting for happy outdoor family life in this 1855

print. The heavy carved brackets under the eaves later gave rise to "Hudson River Bracketed" style.

The Romantic Decades

AN ENERGETIC AGE PRODUCED A LIVELY DIVERSITY OF TASTE

Photographed for LIFE by BRADLEY SMITH

In the decades before the Civil War the U.S. was bursting with energy and new ideas. Before 1860 Americans had invented the telegraph, ether anesthesia, rubber-soled shoes, the sewing machine, bloomers and graham bread. They read the romantic novels of Cooper and Scott, paid more attention to the beauties of nature than ever before and rebelled against any limitations on their taste. Many of them thought the Greek Revival style (LIFE, Aug. 29) was too formal for everyday living so, in their search for something different, they crowded the landscape with Tuscan villas (above), Swiss chalets, Tudor cottages and Norman mansions.

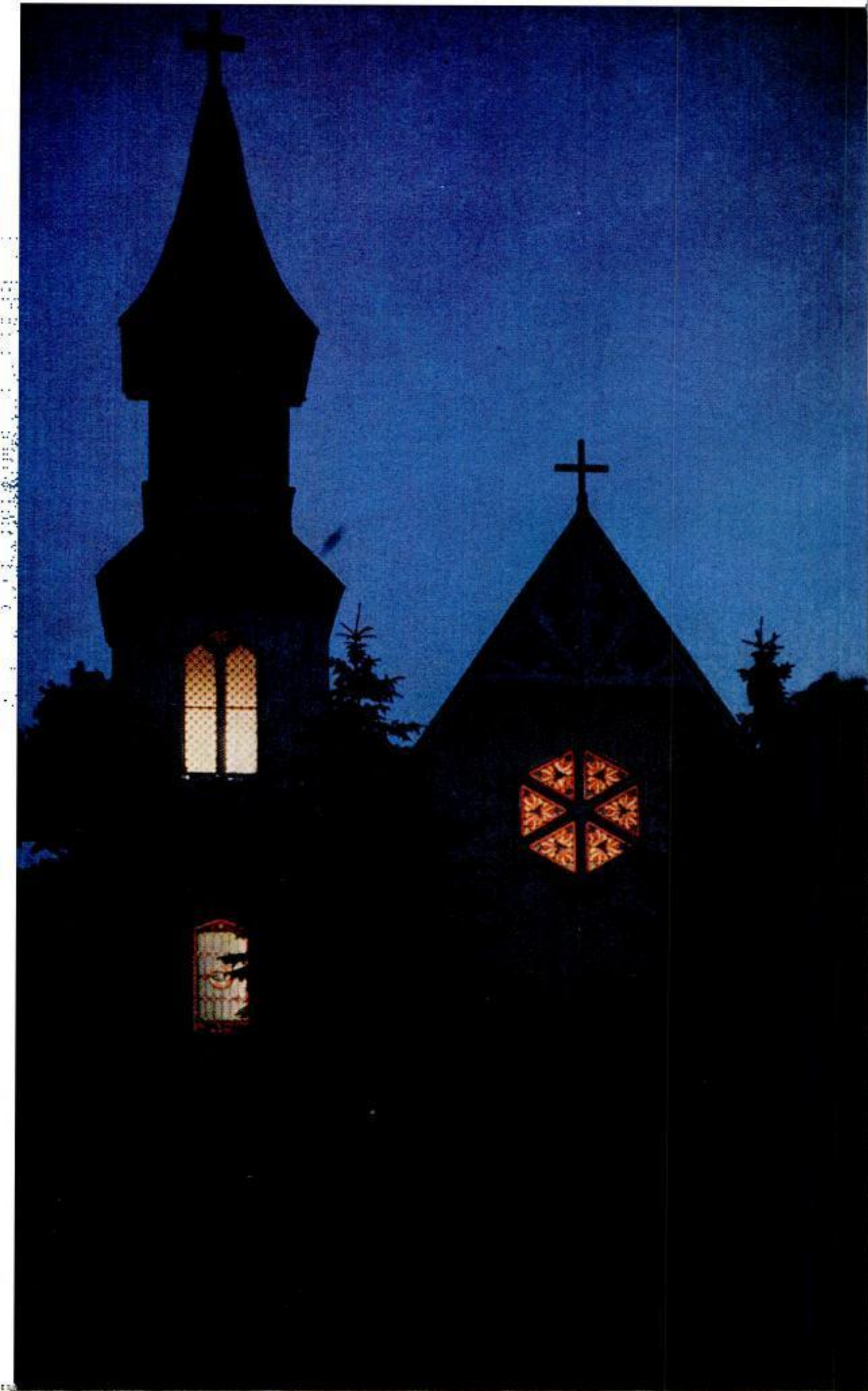
In the north and especially along the Hudson River the Gothic villa became a favorite. Inside, Gothic homes were cozy and personal, with furniture-filled rooms, bay windows and vine-draped verandas. The Gothic style was marked by sharply pointed arches and peaks,

towers with skyward-pointing finials and narrow windows. These medieval details were freely adapted and mixed with other styles by U.S. builders who developed their own "carpenter Gothic" with a great deal of ornamentation cut out with scroll saws. Though the Gothic was a byway in American design, the variations (next page) and innovations of local craftsmen gave it a distinctive charm and character.

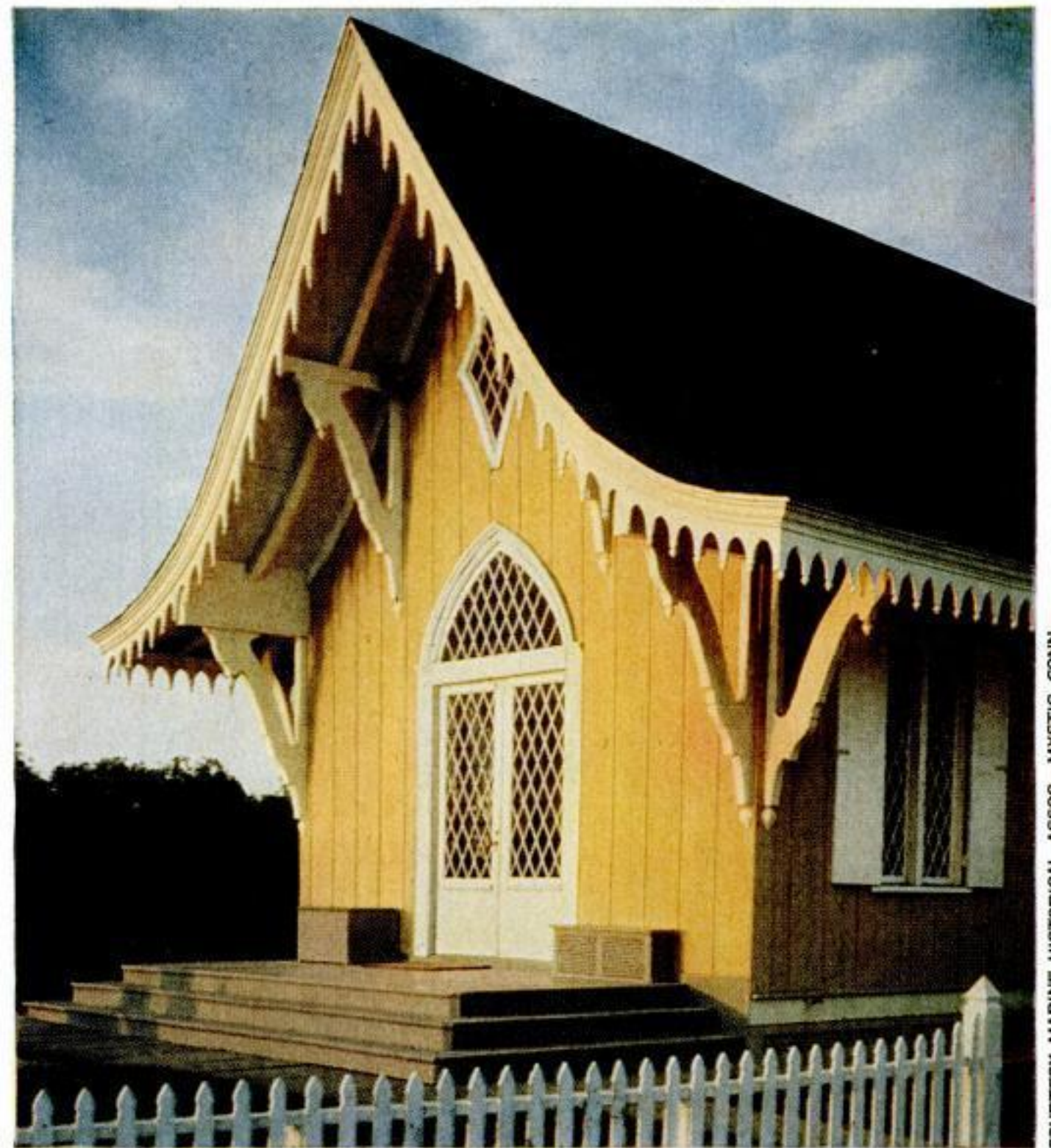
Other romantically minded and rebellious Americans wanted the U.S. to ignore all foreign styles and create its own architecture. But it was too early for that. Instead, the principles which they advocated were expressed in the two fastest objects on sea or land—the American clipper ship and the American trotting wagon. By stripping these down to the barest essentials of locomotion, their makers produced perfect examples of the functional design which was to be the ideal of the future.

CONTINUED

Local variations on the Gothic theme



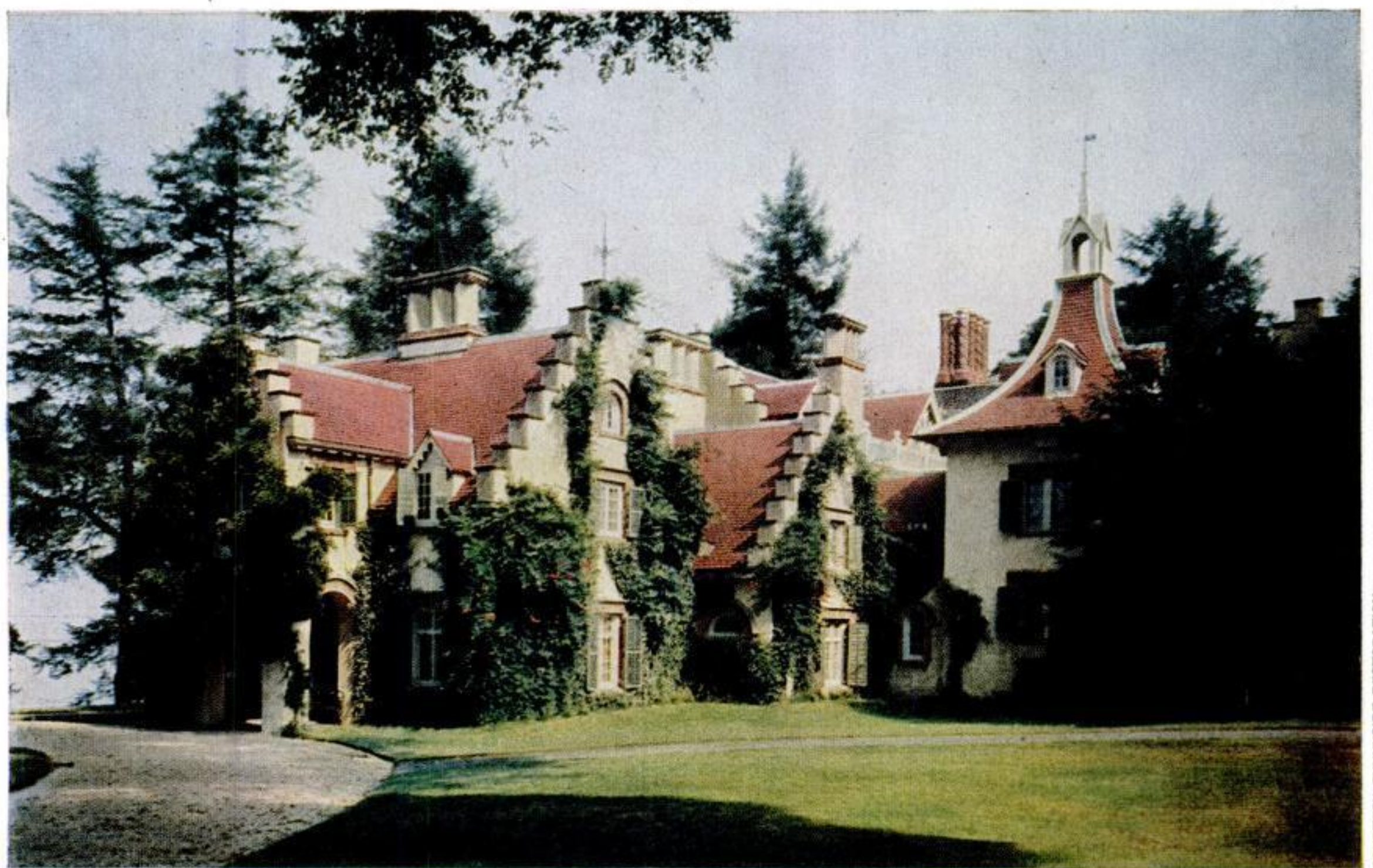
TRIM CHURCH, St. Alban's Episcopal on Staten Island, N.Y., based its style largely on English Medieval churches. Here the Gothic appears in simple details: board-and-batten construction, a small rose wheel window and quatrefoil carving in the peaked gable.



SNUG CLUBHOUSE was formerly used for its turtle dinners by the New York Yacht Club, at Hoboken. Sloping eaves, typical of Gothic design, drip with carved wooden pendants, are supported by heavy brackets. In windows are diamond-shaped Gothic panes.

SCROLLSAW GOTHIC ornaments porch of house in Mystic, Conn. (opposite page) now owned by Marine Historical Association. Cut-out patterns, which were popular through the 19th Century, are repeated in the arm of the 1845 cane-seated rocker.

QUAINT HOMESTEAD of Washington Irving at Tarrytown, N.Y. has a semi-Gothic tower (right) which Irving used for servants' rooms. Irving himself redesigned this house in a mingling of Dutch, Oriental and Tudor styles and called it Sunnyside.







COURTESY MUSEUM OF THE CITY OF NEW YORK

John Belter's Victorian parlor

Furniture in this period touched new extremes in ornamental lushness and functional simplicity. One is pictured above in a re-creation of an elegant parlor. The central ottoman with its tufted damask upholstery, chairs, and marble-top table are the work of John Belter, last of the great New York cabinetmakers. Belter worked with laminated rosewood, using a secret process to bind thin sheets of wood together and press them into shell-like forms which he carved in luxuriant patterns. Ornate as it was,

Belter's work was done with a delicacy that saved it from seeming vulgar. His material was almost unbreakable. He used to throw sample chairs out of second-story windows to impress his customers.

The other furnishings in the room above—wax flowers, John Rogers statuette, Swiss landscape on the wall by Thomas Cole of the Hudson River School, heavy damask drape, imported chandelier and wallpaper—were the last word in stylish taste for Americans of the mid-Victorian era.



COURTESY MR. AND MRS. EDWARD D. ANDREWS

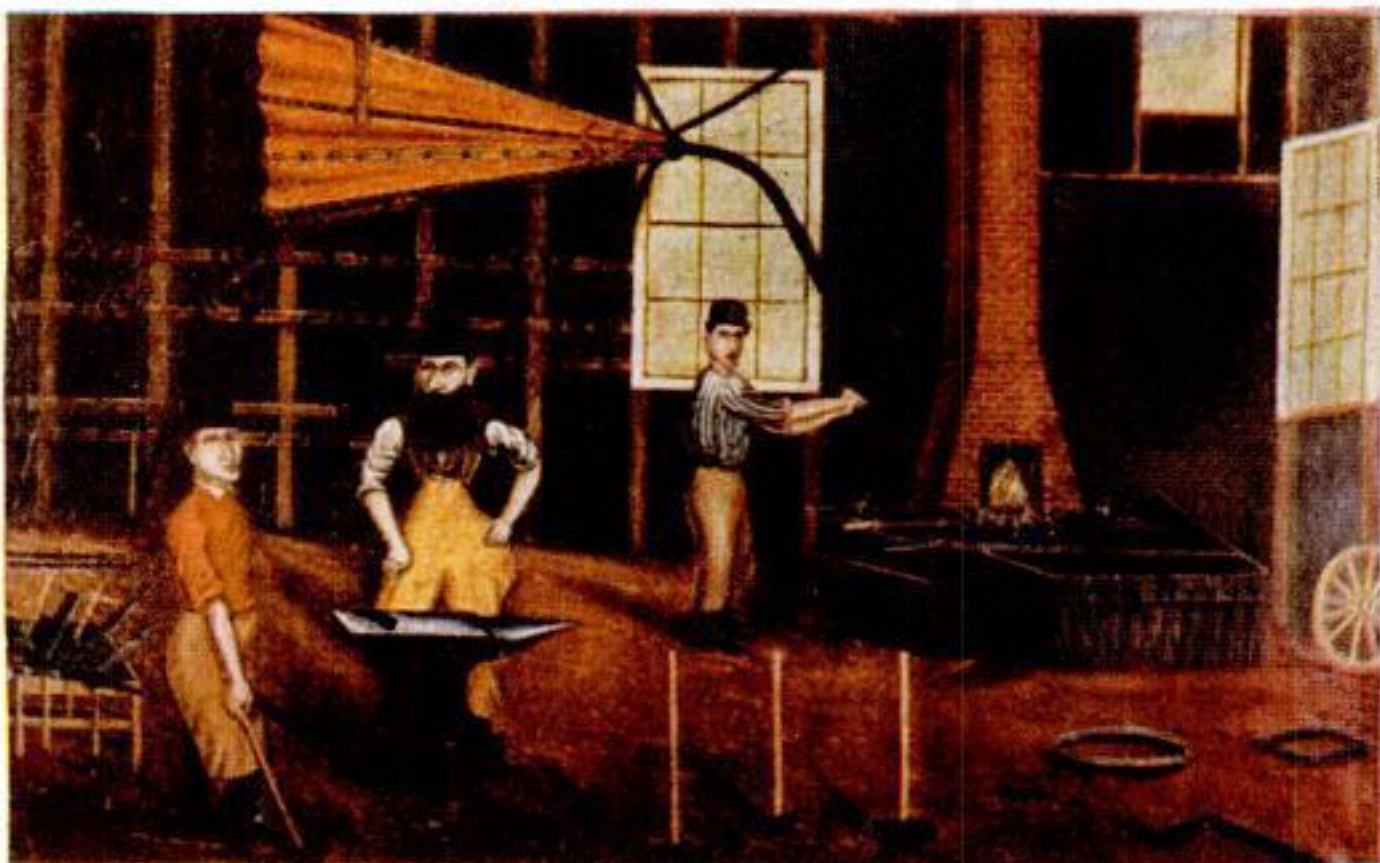
The Shakers' gathering room

To American Shakers who shunned the world of fashion John Belter's rich furniture was literally sinful. The Shakers lived in small religious communities and designed furniture that expressed perfectly the simplicity and serenity of their lives. They followed and refined colonial patterns. Since they were celibate and had no children, they could use more delicate legs and arms without fear of too-hard use and breakage.

Above is a Shaker common, or gathering, room of about 1850. The

pegboard across the wall was used for bonnets, clocks or anything that had to hang out of the way. Like the window frame, it is painted "heavenly blue," a favorite Shaker shade. Other Shaker items above are: dual purpose cupboard chest of pine; two-slat maple chair, which hung on pegs while floor was cleaned; three-slat rocker with seat of woven tape; "spit-box" of molded maple; iron stove with bar attached for hanging tongs and shovel; trestle table; candle sconce (on peg) of unpainted wood.

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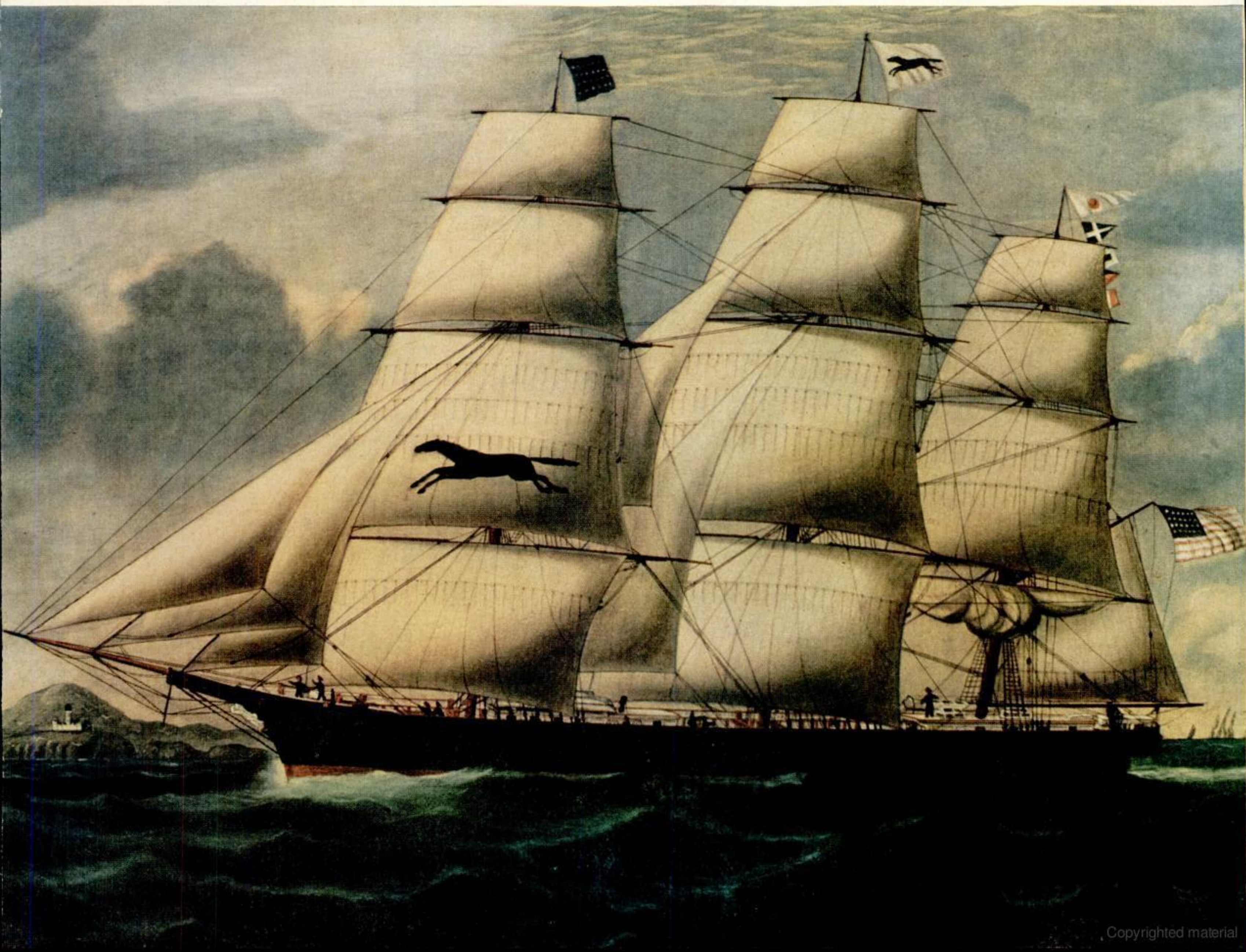
COURTESY MR. AND MRS. EDWIN GRABHORN

By 1860 the designing of fast, efficient vehicles was already an American specialty and four of the distinctive American types are pictured above. At the left is a Boston chaise used by doctors, parsons and businessmen for quick trips around town. The famous poem by Oliver Wendell Holmes celebrated the durability of the "wonderful one-hoss shay"—which fell apart just 100 years ago on "the first of November, fifty-five." The poem also lists details of its construction: spokes, floors and sills of "the strongest oak," thills of lancewood, crossbars of ash, and "the panels of white-wood, that cuts like cheese, But lasts like iron for things like

1850 WAGON SHOP at Hangtown, Cal. was run by J. M. Studebaker (*left*) who later made autos.

CLIPPER'S HULL, shown above in scale model of the *Thomas Fitch*, was a masterpiece of streamlined design. The knifelike bow cut cleanly through the

waves and the gently swelling curves of the "dead rise" (rounded part of the hull) offered minimum resistance to wind and water. Flat bottom added to its speed.





Smart equipment for the horse-drawn age

these. . . ." The chaise above has a leather top which folded back in warm weather, as on today's convertibles.

Next is an American pleasure wagon used for family outings or for light hauling since the seats with upholstered arm rests could be removed. Next is a skeleton trotting wagon designed for American race drivers who, at this time, preferred a stripped-down four-wheeler (which kept the driver's weight off the horse's back) to the English two-wheeled sulky. At right is a three-seated Rockaway, resplendent with polished panels and top. The Rockaway, named for Rockaway, Long Island, was a

symbol of U.S. democracy. It served families who could afford a carriage but not a coachman. The driver's seat was set down in the body and the head of the family drove. Rockaways had comfortable spring cushions. One day in 1853 a Watertown, N.Y. man took a nap on one of them while his wife was shopping and woke up so refreshed that he persuaded a local carriage maker to manufacture the first set of bedsprings.

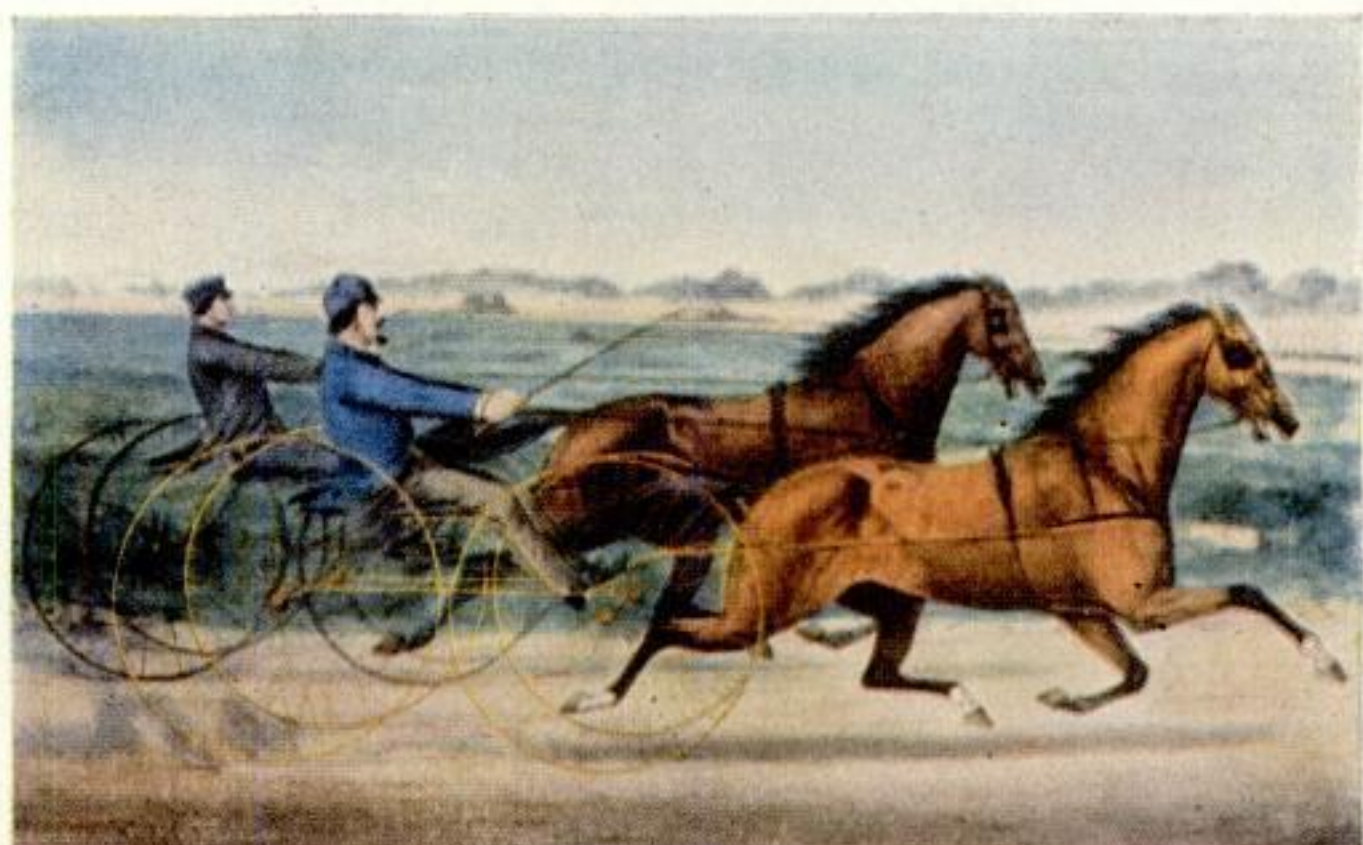
Other accessories of the horse-drawn age are arrayed on the barn wall. James D. Sarven's patented "never-let-down" wheel (left), with iron braces pressed into each of its 16 spokes, was standard for heavy wagons,

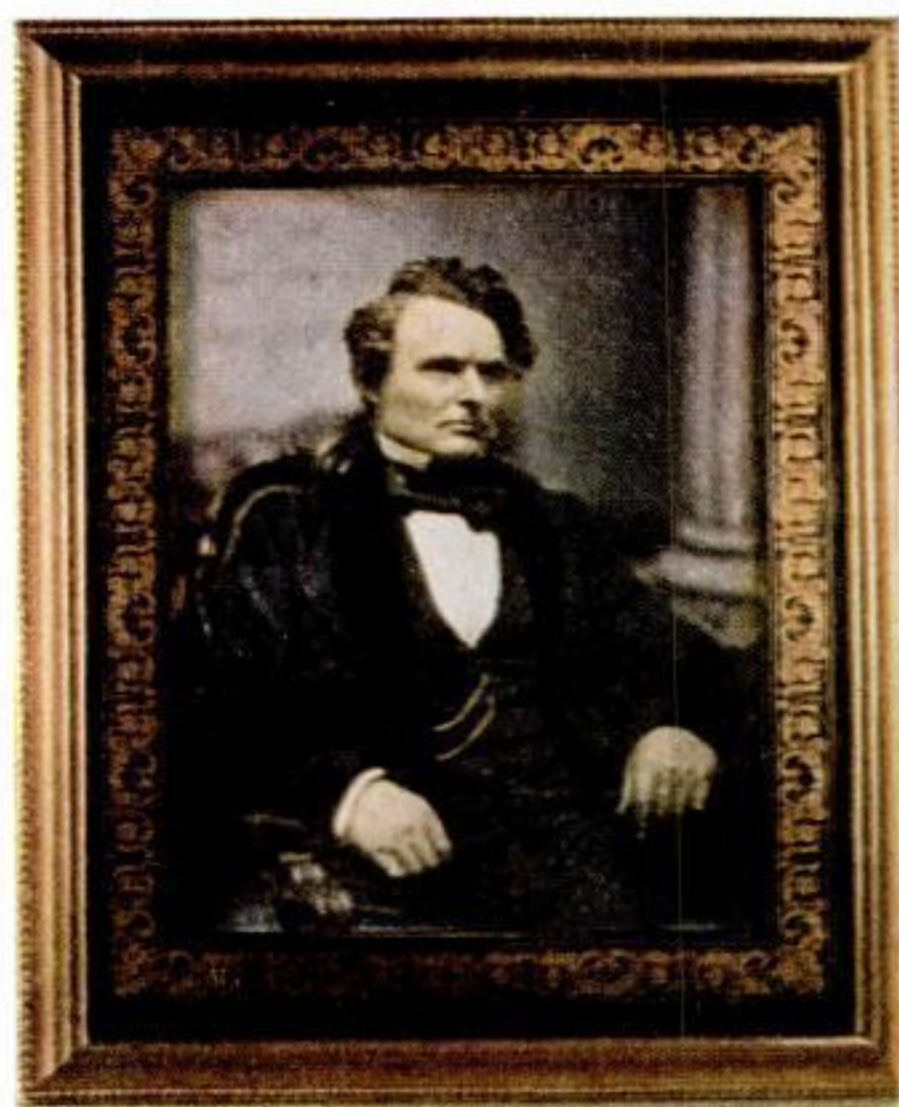


CARRIAGES AND OTHER OBJECTS ABOVE, COURTESY OF SUFFOLK MUSEUM, STONY BROOK, L.I.

stagecoaches and fire engines. The sleek "swell-body" Albany cutter at left and the one-horse open sleigh at right provided fast travel and sport in winter. Between them hang chains of sleigh bells and plumed collars of sleigh chimes which made music during the ride and gave warning at intersections. Below the bells is a pair of hames, which fit around the horse's collar to receive the pull of the carriage, and two straight whips with colored snaps. At upper right are two sets of pony harness and handsome silver carriage lamps which burned candles. Wooden horse (*left*) is a harnessmaker's dummy and the iron figure (*right*) a hitching post.

1858 TROTTING MATCH on Union Course, L.I. is won by Ethan Allen (*right*) in 2.28 per mile.

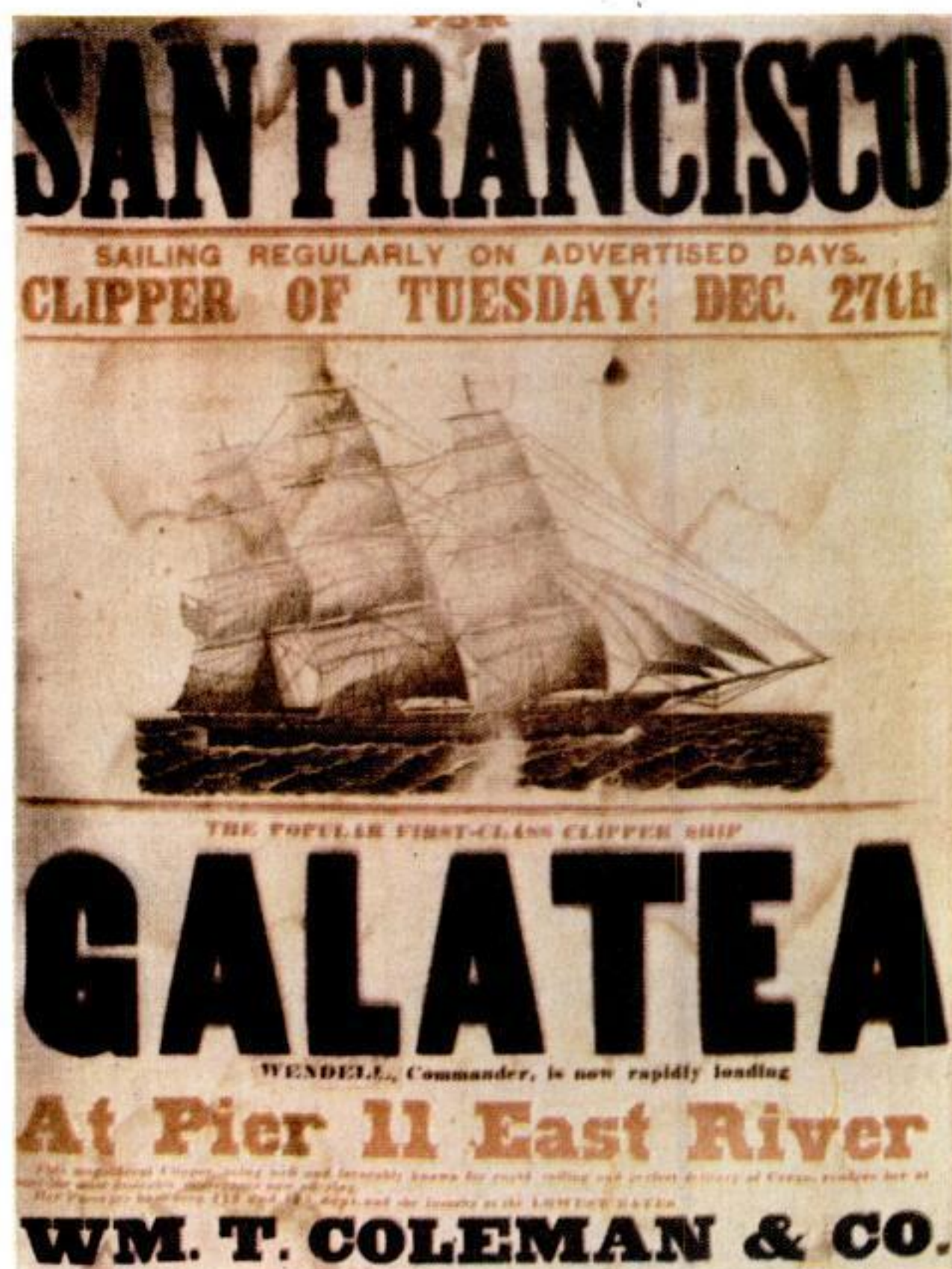




COURTESY METROPOLITAN MUSEUM OF ART

CLIPPER BUILDER Donald McKay, shown in 1854 daguerreotype, designed the *Flying Cloud*.

Thoroughbred racers of the seven seas



Yankee clippers were the fastest sailing ships in the world because of the cunning curves of their hulls, the tremendous load of canvas that crowded their tall spars, and the competitive daring of masters and crews who looked on each trip as a challenge. A clipper like the *Galatea* at right was a thing of beauty as it scudded along at 16 to 18 knots per hour. It was also the climax of 200 years of American seafaring know-how.

Because England ruled the waves by force of numbers the Americans had to depend on speed in war and peaceful commerce. In the 1790s, English merchantmen still lumbered along at two to six knots per hour. But the young U.S. was sending out traders designed for 10-knot cruising. The Baltimore clipper, a snub-nosed type with wedge-shaped bottom which sailed from that port from 1800 on, was even faster. The full-fledged clipper, long, clean and "smooth as a smelt"—with sharp, convex bow, rounded sides and flat bottom—appeared in the 1840s and gave spectacular service during the gold rush. The advertising slogans read "Eighty Days to the Golden Gate!" But the 15,000-mile route lay around Cape Horn where gales wrecked many ships and waves froze sailors in their bunks. A passage of 110 days was fast; two clippers, *Flying Cloud* and *Andrew Jackson*, made it in just under 90. On easier routes the clippers set many records: *i.e.*, 12 days from Boston to Liverpool (3,100 miles).

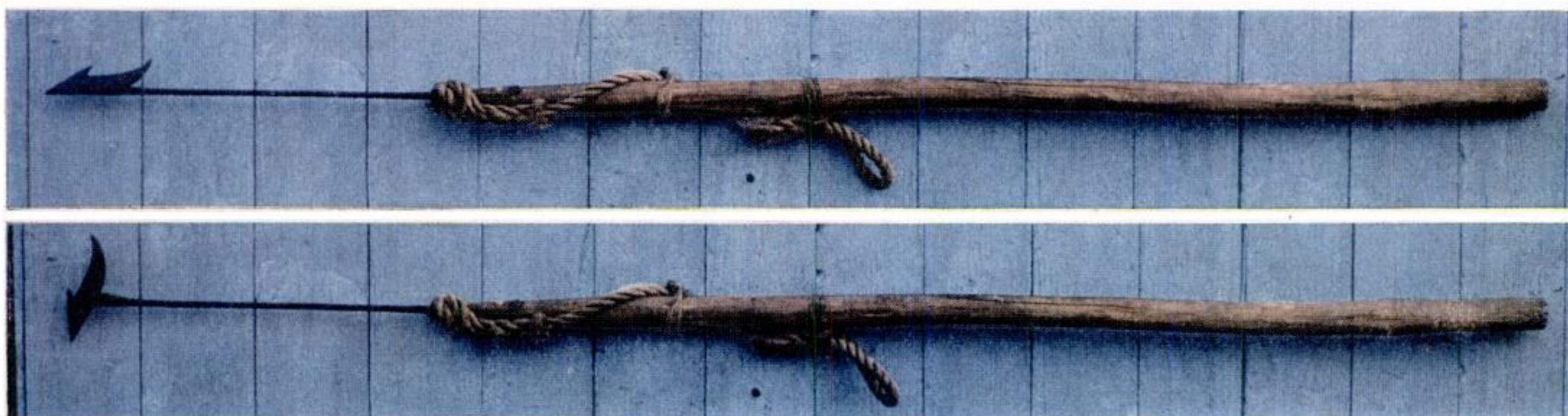
Next to the clippers the most famous U.S. ships were the far-ranging whalers whose crews created their own kind of folk art and used a remarkable American invention in their hunting (*far right*). The great era of American whalers and clippers faded fast after 1855 when wooden sailing vessels gave way before the onrush of iron ships propelled by steam.

← SPEEDY PASSAGE to the gold fields of California was offered in this poster advertising the *Galatea*. *Galatea* was built in 1854 at Charlestown, Mass.

HEADING SOUTHWARD in a favoring breeze, the *Galatea* is depicted here → without the skysails shown on poster, but flaunting a horse on its fore-topsail.

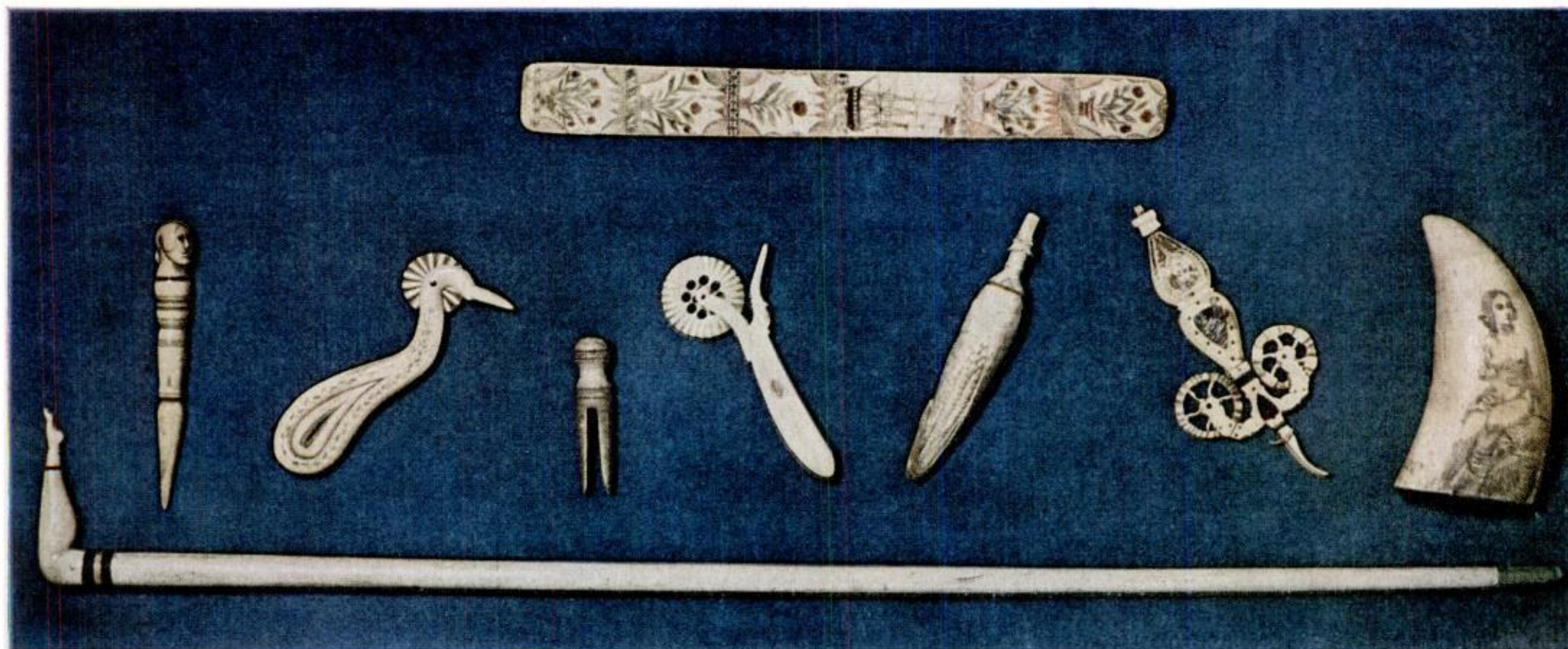


ALL PICTURES EXCEPT TOP LEFT COURTESY MARINE HISTORICAL ASSOC., MYSTIC, CONN.



WHALERS' HARPOON was invented in 1848 by Lewis Temple, a Negro blacksmith of New Bedford, Mass. The iron toggle, or barb, lay flat (*upper photo*)

when the harpoon was thrown. When it lodged in blubber and whale tried to escape, the barb pulled out at right angles and took a firm death grip (*lower photo*).



WHALERS' ART, or "scrimshaw," was whittled and carved from whalebone during tedious voyages. Examples above: an ornamented corset stay (*top*), cane

(*bottom*) and in center, a dressmaker's bodkin with man's head, clothespin, ear of corn, and pin-up girl on whale's tooth. Three wheeled objects are pie crimpers.

CONTINUED



GRATER crushed raw vegetable roots against a perforated tin cylinder, collecting the finished product inside. This was probably a craftsman's product.

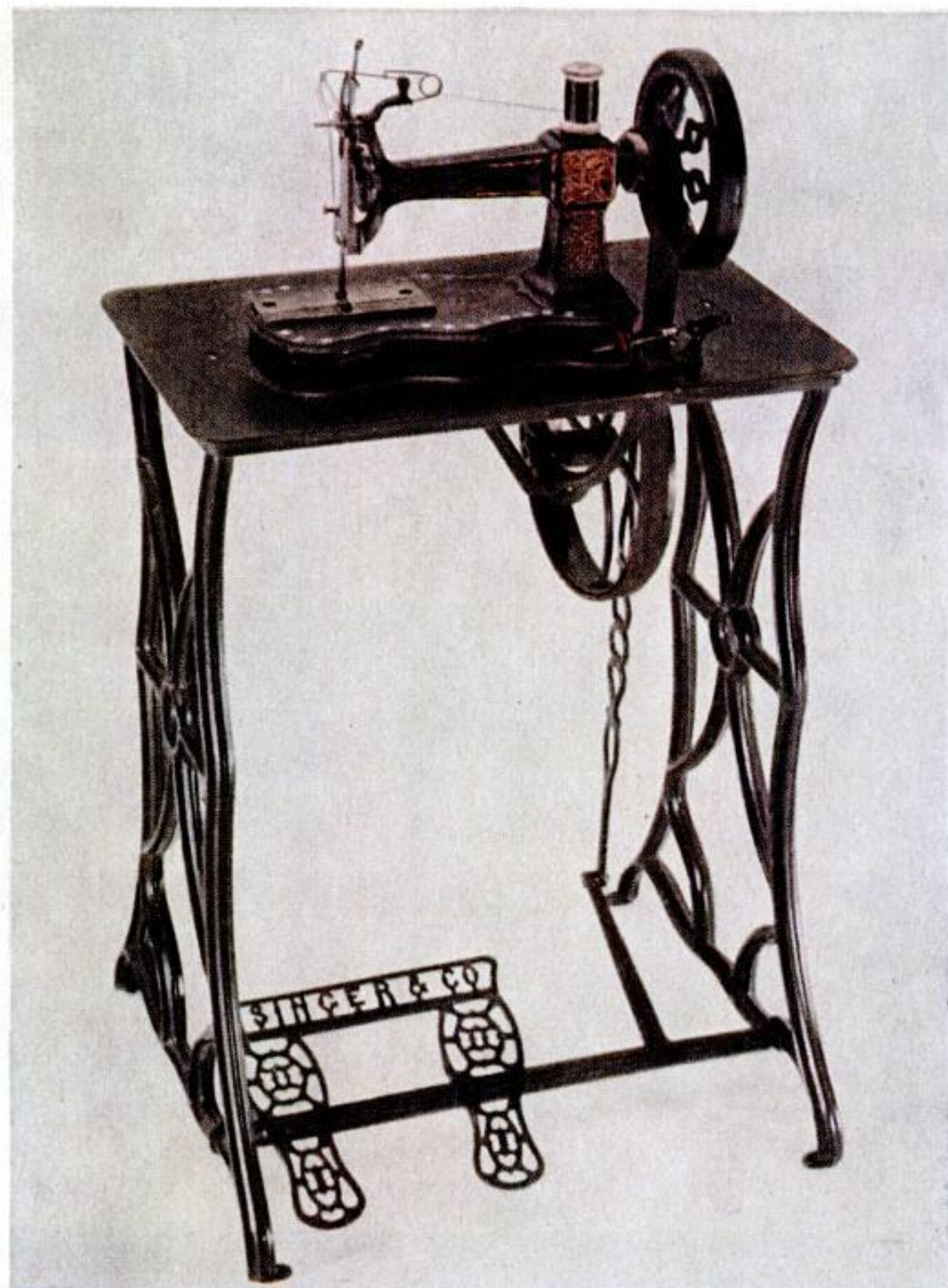


KITCHEN GADGETS are cherry pitter (*left*), which held cherries in cup while crank-driven rod at top ejected stones, spice mill (*right*), with nutmegs.

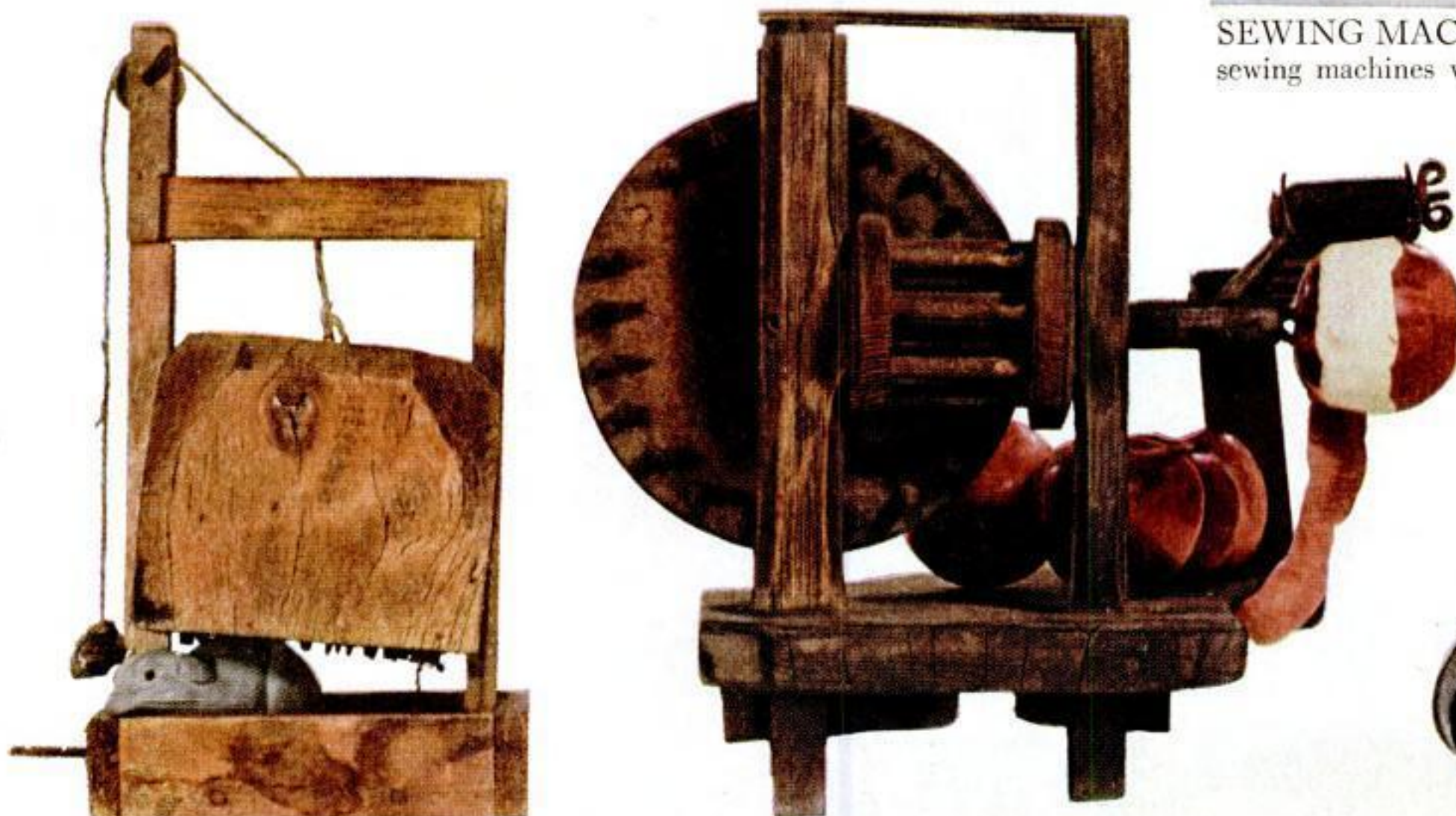
Mechanization of gadgets and guns

This was a period when inventors multiplied U.S. manpower—and womanpower—many times with devices which mechanized routine tasks. The Gatling gun (*opposite page*) was a crank-turned cluster of barrels which fired 350 shots per minute. The cherry pitter (*center, above*) was a crank-turned kitchen gadget which cleaned a cupful of fruit in about the same time. The other objects around this page were contrived to lighten the labors of U.S. women, and they illustrate three phases of the industrial revolution which was moving ahead fast at the time. The milk warmer below was handmade in the old-fashioned way by a local craftsman. The apple parer beside it was also of craft origin but became a factory product and eventually found large-scale use in canneries. The cherry pitter was a patented invention which was always factory made.

Most characteristic development was the sewing machine, which was a combination of at least a dozen American inventions. The decisive feature was Isaac M. Singer's foot-powered treadle, which left both hands free for manipulating the cloth. Any of these household gadgets could have been made in 1500, insofar as their mechanical principles were concerned. But they did not come into being until the American housewife demanded them and convinced her husband she could afford them.



SEWING MACHINE of 1859 was one of first home models. In a few years sewing machines were exported more widely than any other U.S. invention.



MECHANICAL AIDS were made for a wide range of household needs. The mousetrap at left crushed the mouse to death. Apple parer (*center*) applied

the mechanism of the wood-turning lathe to paring fruit. The milk warmer at the right was probably made by a local tinsmith and heated with whale oil.



COURTESY SINGER SEWING MACHINE CO.

ALL PICTURES EXC. CEN. RIGHT COURTESY BUCKS CO. HISTORICAL SOC.



GATLING GUN, ancestor of the machine gun, was invented in 1862 by Dr. Richard Gatling of Indianapolis. The War Department was not interested but

General Ben Butler bought 12 guns and used them successfully at the siege of Petersburg. The gun was officially adopted in 1866, after the Civil War was over.



2 MAN-STYLE MEALS IN MINUTES

He-man eating . . . because Dinty Moore is *double-rich* in beef. To a lusty beef gravy is added still more beef, this time in savory chunks. With firm white potatoes, tender carrots, it adds up to a magnificent 1½ lbs.! The BIG meal in the BIG can.

DINTY MOORE BEEF STEW.

Chili "pups." Never did hot dog or hungry man have it so good! Steaming-fragrant Hormel Chili is ladled over plump juicy Hormel Frankfurts. (Just be sure it's *Hormel* Chili . . . America's favorite for its plentiful beef, its zesty "just right" sauce.) **HORMEL CHILI.**



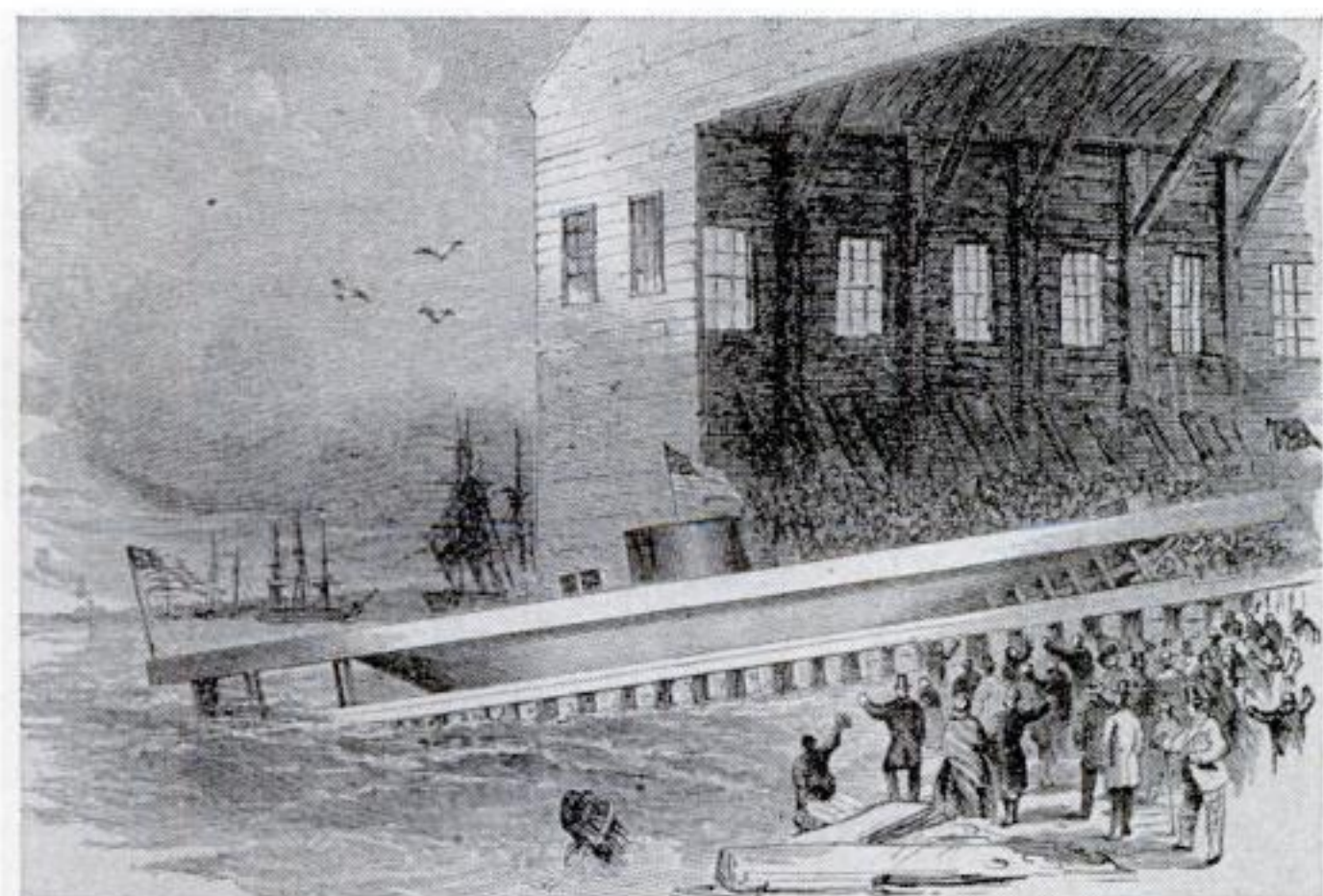


DESIGNER of the *Monitor*, Swedish-born John Ericsson, sits beside picture of the famous battle.

John Ericsson's deadly 'cheese box'

On the morning of March 9, 1862 Confederate Navy officers aboard the *Merrimac*, recently converted to an ironclad and renamed *Virginia*, spotted an odd little craft almost totally submerged in the waters of Hampton Roads. It looked like "an immense shingle . . . with a gigantic cheese box rising from its center; no sails, no wheels, no smokestacks, no guns." But the "shingle" was made of iron and the "cheese box" turret concealed two 11-inch guns. Slowly the turret revolved with a sound of grating metal; portholes opened and cast-iron shot flew out; the portholes closed and the turret swiveled around so that answering fire from the *Virginia* bounced off it. When the Confederate ship tried to ram the *Monitor*, her oak hull was slashed by the *Monitor*'s deck plates, and began to leak. At 12:30 p.m. she withdrew.

In military terms, the fight was a deadlock. But in the long history of ship design it was a dramatic turning point. John Ericsson's *Monitor* was the first vessel built of iron throughout, with steam propulsion and a concealed screw propeller instead of paddle wheels, and a revolving gun turret. These features made her invulnerable to wooden vessels of any size, or even wood ships plated with iron, like the *Virginia*. Soon they were adopted by all big navies of the world and—except for the turret—became standard for merchant ships as well.



AT LAUNCHING, the streamlined hull of *Monitor* went down the ways at Greenpoint, L.I. Crew worked engines under turret in space nine feet high.

CONTINUED

ALL NEW Aladdin[®] THERMO-KING[®] RUSTPROOF ALUMINUM VACUUM BOTTLE

No separate collar to come loose or "freeze" to jacket. Absolutely sanitary—no seepage. Easier to replace filler. Sure-grip jacket prevents slipping. Keeps liquids hot or cold for hours.

Available at better hardware, drug, department, variety and grocery stores everywhere.



Aladdin Vacuum Ware is Styled by Robert O. Burton, Inc.
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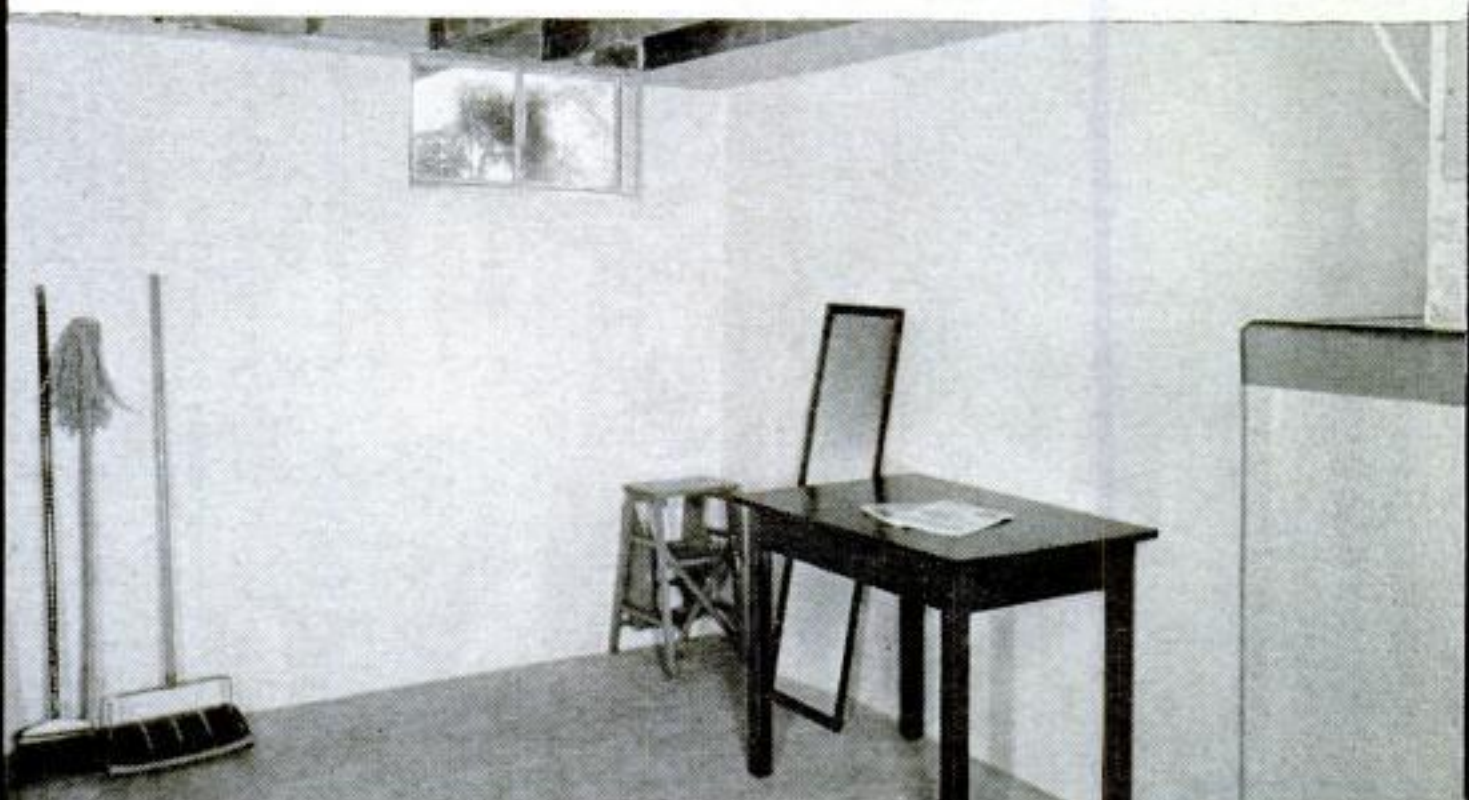
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INSIST ON *Aladdin* . . . THE NEW STANDARD IN VACUUM WARE

it's easy to change a wet,
damp basement like this...



into a bright, dry
basement like this...



Paint it with **Bondex** CEMENT PAINT

Bondex stops water penetration, becomes part of the masonry surface and seals out moisture. For less than the cost of ordinary paint, you can transform a dark, musty cellar into a bright, dry room for yourself or children. Bondex stops water and lasts for many, many years. You have a choice of colors, too. Buy it wherever you buy paint.

... and to make wall board look like painted plaster, ask for **DRAMEX** interior finish. It replasters as it paints in one easy brushing... covers completely. Ask for color chart.



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ROMANTIC DECADES CONTINUED



EIGHT-SIDED HOUSE of modified Oriental mosque design was built in 1860 at Irvington-on-Hudson, N.Y. Author Carl Carmer now lives in it.

Octagonal houses and gymnastic rooms

A romantic U.S. innovation of this period was the eight-sided house, which was widely promoted by Orson S. Fowler, a New York phrenologist and lecturer on happy marriages. Fowler preached big families and big houses. Every well-planned home, he said, should include a playroom for small children, a dancing room for teenagers and a special "gymnastic room" where females of all ages could keep themselves in trim. By lopping off all the corners of a square house plan Fowler claimed he could enclose the same amount of room space at a 25% saving in basic building cost. His eight-sided design was striking and symmetrical in appearance, and offered views in all directions. By eliminating "waste" corners and extra hallways it saved housewives many steps and distributed light from the windows and heat from the cellar evenly through the interior. The octagonal style was also used efficiently in barns, schools and churches.

Many octagonal examples are still in everyday use. The imposing one shown above has 18 rooms grouped around a central stairway and a fifth-floor cupola looking out over the Hudson River. The wood veranda runs entirely around the house and is ornamented with a railing which repeats a cast-iron portrait of a former owner's dog Prince.

ACKNOWLEDGMENTS

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IN NOV. 28 ISSUE, PART VI
ARTS OF THE FRONTIER



Sweet Hallow-Eatin' . . . small spooks are mighty fond of all three Kellogg's Ready-Sweets. Every Snack-Pak has two super-fresh boxes each of Sugar Corn Pops, Sugar Frosted Flakes and Sugar Smacks! Insures you against tricks—assures them some mighty good eating (crackling with good grain nourishment). Better have plenty of Snack-Paks on hand for those hungry haunts. Get 'em at your grocer's now.

Kellogg's **SNACK-PAK**



1. Spread butter on both sides of bread and dip in egg-milk mixture.



2. Place moistened bread in waffle iron and bake until brown.

3. Pour on lots of Log Cabin Syrup—it has real maple flavor!



NEW! Quick!

BREAD-N-BUTTER WAFFLES!

**Crisp and delicious
with Log Cabin Syrup's
real maple goodness!**

Here's a new trick for quick, easy nutritious meals!

A magic new Log Cabin Syrup recipe that turns bread and butter into waffles!

Wonderful, crispy waffles the folks will love for breakfast—the kids will want for lunch—and you'll use often for hurry-up suppers.

And for real maple goodness, always top your Bread-N-Butter Waffles with Log Cabin Syrup. Real maple sugar—perfectly blended with other sugar—gives Log Cabin its real maple flavor.

BREAD-N-BUTTER WAFFLES

Butter	1 teaspoon sugar
2 eggs	Dash of salt
1 cup milk	6-8 slices bread

Spread bread on both sides with butter. Beat eggs slightly. Add milk, sugar, salt. Blend well. Dip bread in egg-milk mixture. Place on moderately hot waffle iron; bake until browned. Delicious with lots of Log Cabin Syrup!

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GILLIAN BARBER IN "ALICE IN WONDERLAND" COSTUME JUMPS UP AS LONDON BUS GOES BY IN PICADILLY CIRCUS

England Exports an Alice

The famous role of Alice in Wonderland is usually acted by a grown-up actress, trying with determined cuteness and charm to act like a little girl. An exception to the rule will be a new TV Alice, appearing on Oct. 23 (NBC-TV, 4-5:30). She will be played by 14-year-old Gillian Barber of London, who has acted a bit in Christmas pantomimes and on television and was chosen at a recent London audition by the show's producer, Maurice Evans.

Gillian, who has the exact combination of good

manners and spunkiness which Author Lewis Carroll had in mind, will perform with a star cast, including Bobby Clark as the bossy Duchess and Burr Tilstrom of *Kukla, Fran and Ollie* as the Mock Turtle. All kinds of tricks will make Alice appear to walk through the looking glass and grow tall or small as she drinks the potion. Before sailing off to this electronic Wonderland Gillian was taken on a tour of London. In her Alice costume she gave a Wonderland look to the familiar sights of her home town.

CONTINUED

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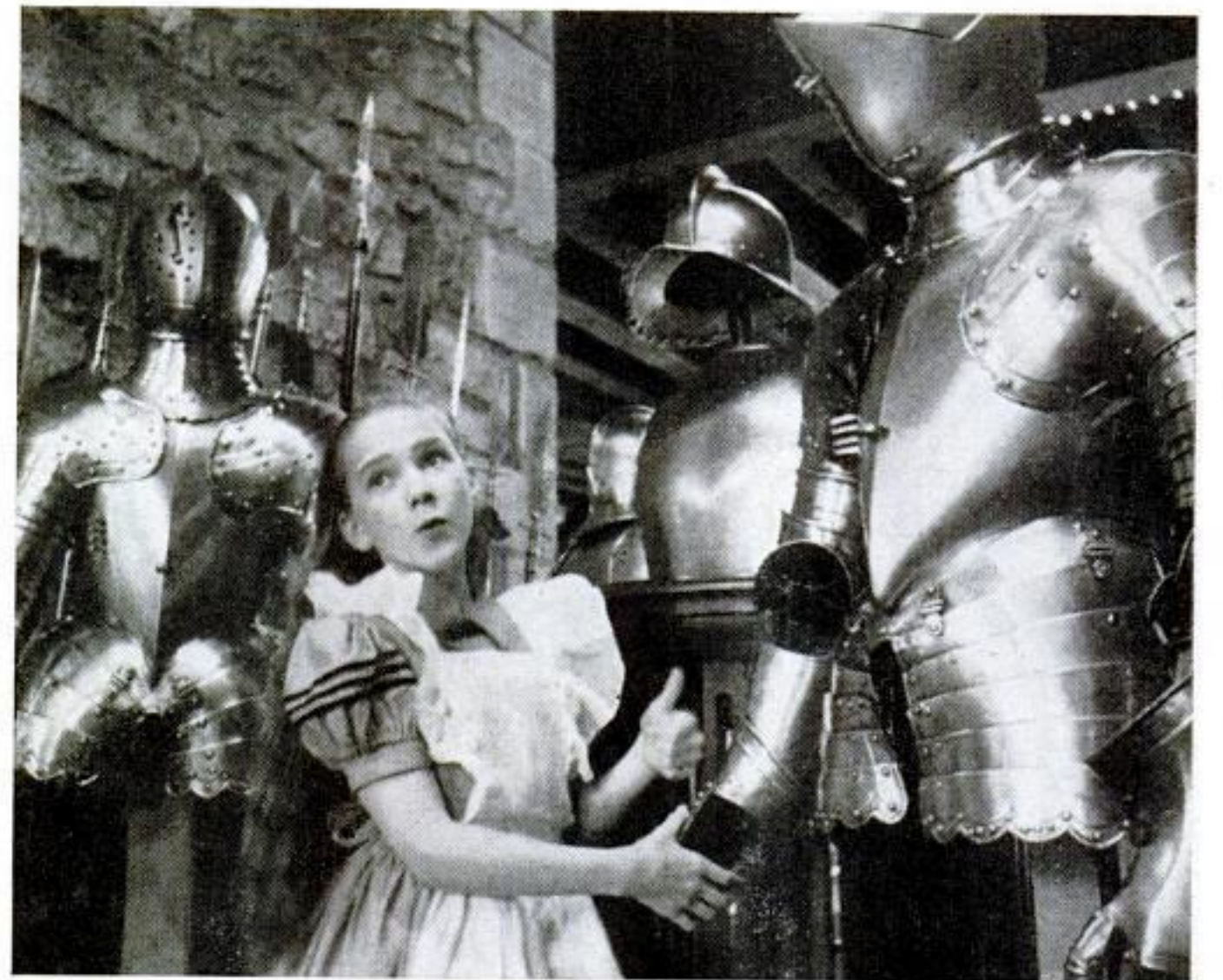


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A BEEFEATER, in square hat which makes him look like Carpenter Alice encounters in Wonderland, tweaks Gillian's nose as she chats with him at London Tower.



SUIT OF ARMOR, in an attitude like that of the affable White Knight, has its hand shaken politely by Gillian in the famous collection in the Tower armory room.



HUGE PENGUIN, moving with same preposterous dignity shown by the animals of Wonderland, waddles away from Gillian after meeting her in Richmond Park zoo.



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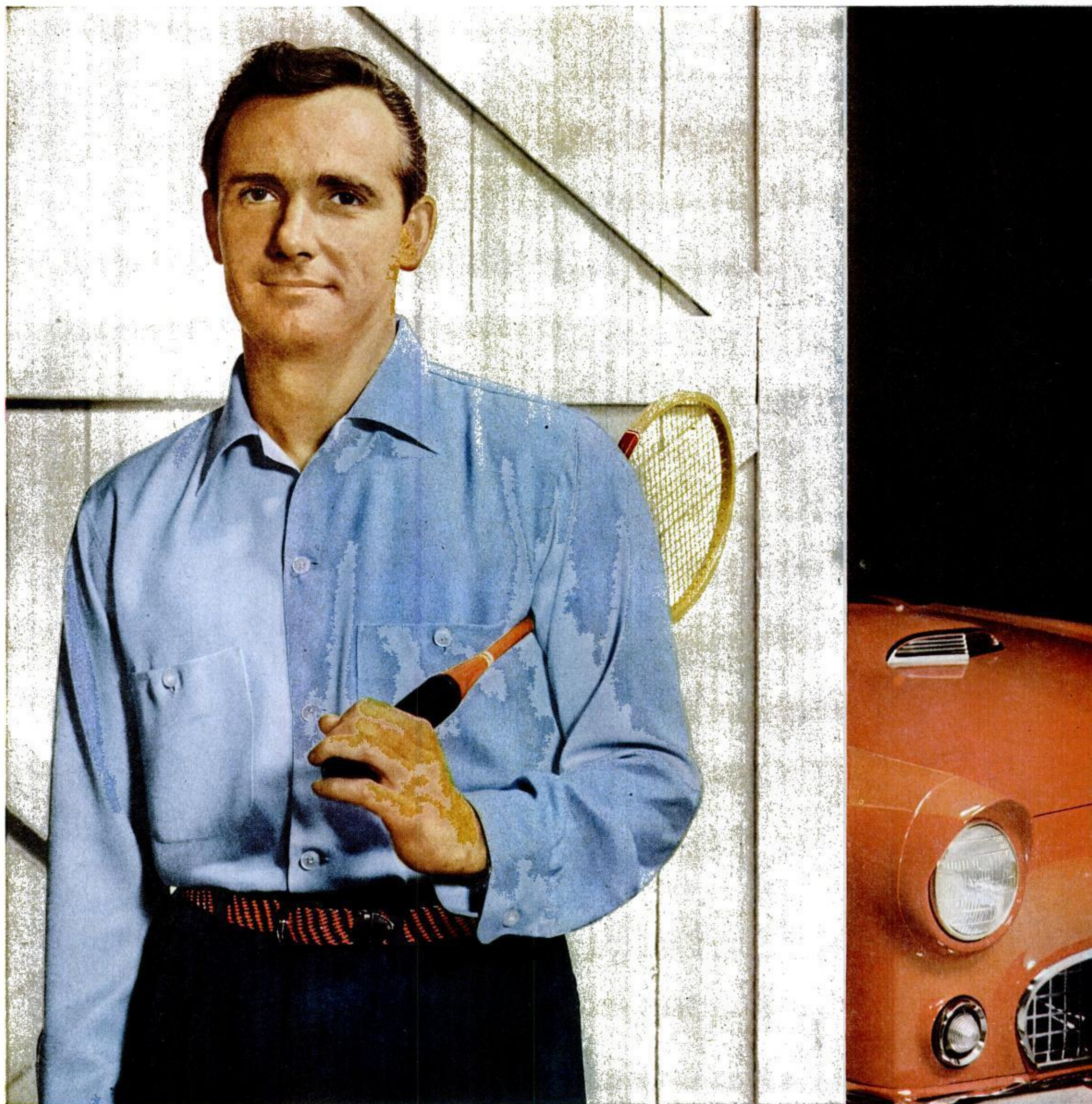
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PAROLE-BREAKER ROCKY WEBB HANGS HIS HEAD IN DESPAIR AND HIS WIFE HIDES HER FACE IN KITCHEN WHEN OFFICER ALLEN MOORE COMES TO GET HIM

A Gamble on an 'Incorrigible'

PAROLE OFFICER THROWS AWAY RULES, TRYING TO SAVE A THIEF

by FRANK CAMERON

EVERY year parole boards in 48 states take 32,000 gambles. Reviewing records, weighing evidence, judging possibilities, they bet that 32,000 criminals are ready to leave prison months or even years before they have completed their sentences. The stakes, both for society and for the parolees themselves, are enormous. Whether these bets are eventually won or lost depends largely on the hard work, the understanding—and sometimes the luck—of the parole officer who must see his charges through the critical first months out of prison.

In the course of his work Allen John Moore, 47-year-old parole officer of Oakland, Calif., has learned to be part cop, part guard, part social worker, part priest and part gambler. Because of this strange combination of roles he is especially suited to help work out a California experiment known as the Special Intensive Parole Unit, or "SIPU." Parole officers often have to ride herd on as many as 100 cases, but Moore and his 13 fellow SIPU officers have caseloads of only 15 to 20 parolees and can therefore work intensively with each man. Moore watches over his SIPU parolees for only three months, but because he can follow each man closely during this period he is often trusted with "high risk" cases. What can be accomplished under this system by a many-sided man like Moore is shown by the case that is known among his colleagues as "Moore's Noble Experiment."

Moore is regarded by both his colleagues and his superiors as one of the best parole men in the U.S. If it had not been for his high standing and his long experience he would never have been given the case of Rocky Webb (this is not his real name) and could never have taken the chance that he did. For in Rocky Webb, Moore had to deal with a "confirmed" thief who resisted help, resented all parole officers and finally tried to throw away his last chance for freedom with a

blatant violation of the rules that Moore was duty-bound to enforce.

On a bright Monday morning two years ago Rocky Webb, just out of San Quentin prison, entered Moore's Oakland office on West Grand Avenue for his initial interview. He was 30 years old, tall and good-looking. In spite of his age and size he seemed youthful and innocent. He did not appear to be what he was: an up-to-now incorrigible thief, a three-time convict, a parole violator and a prison escapee. These were his first free hours after seven years of continuous custody.

"Sit down, Rocky," said Moore, who is himself a big, rugged man with wavy, sandy hair and an open, likable face. Rocky rested his elbows on the arms of his chair. "How about it, Rocky," Moore smiled, "nervous?"

Rocky shrugged. "No."

Rocky's statistical chances

LOOK, Rocky," said Moore, going over the statistics he knew so well, "about 20% of the men who come out of prison will make good even without a parole officer. Another 15% come out with a caper all planned and a P.O. can't do anything with them. It's a race between the P.O. and the police as to who catches them first. Then there are the 65%, the majority, who have problems, who need help and who'll take advice. This is where a P.O. earns his salary."

He paused, relit his cigar and regarded Rocky in silence. "Now you probably know which of these groups you'll fall into. I don't know—yet. I'll make up my mind as I go along."

It took an hour and a half for Moore to cover what was expected of Rocky on parole: associations (shy away from other ex-convicts,

even if they were his best friends), marriage (not without Moore's permission), liquor (not to excess). "Above all," Moore concluded, "don't go into debt. What do you say, Rocky? Think we can make this parole?"

"I'll make it O.K.," Rocky said sullenly.

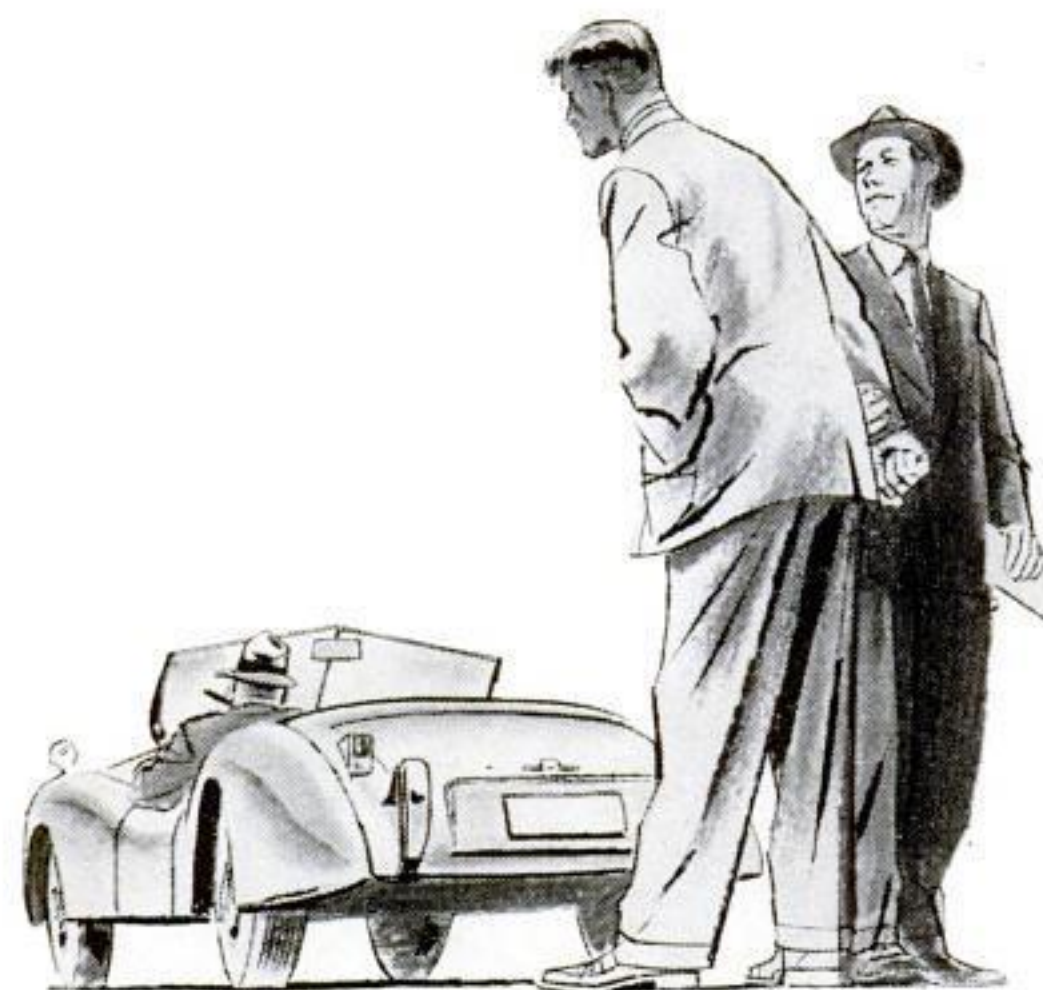
Moore wondered how far he had got. Behind Rocky's exterior there was something likable. Despite his record there was nothing to suggest innate viciousness. He seemed above all to need guidance. Moore concluded his first report: "If this subject is to learn to live in a free community in a normal way, he will have to go about it much as a small child learns how to walk."

Parole Officer Moore had 12 intensive years' experience to help him make up his mind about Rocky Webb. In 1940 he had started work on the warden's staff at San Quentin. In 1942 he temporarily became chief state parole officer, a post he gave up when the regular chief returned from military service. He returned to his old San Quentin job but after two years resigned to set up a custom furniture business. By 1952 he was so tired of asking himself "Where's the challenge in furniture?" that he returned to parole work. In spite of his talents he now has little chance for advancement in the California parole system because he has no college degree. "I'm the only parole officer," Moore says wryly, "who started at the top and worked his way down."

He puts in uncounted unpaid overtime hours a year, searching smelly corridors, ill-lit streets and raffish bars for his straying charges. In spite of all his practical experience, his salary, because of civil service regulations, is limited to \$458 a month. "If I find you earning less than your parole officer," he tells parolees, "I'll know you aren't even trying to make good."

The morning after the first interview Rocky reported to Moore. Moore greeted him good-naturedly and asked how he had slept. Most newly released men are restless the first few nights, and Rocky admitted that he had slept little. Together they set out. Moore showed Rocky how to endorse his \$25 release check and arranged to have it cashed. Next they looked for a job. Since SIPU cases, unlike ordinary parolees, need no guarantee of work to get out of prison, it is up to Moore to help them get started. He pesters friends, relatives and a wide range of acquaintances in the Bay Area.

A union sent Rocky to a garage where he got a job driving and servicing cars. But because he was a parolee, he could have his driver's license reinstated only with Moore's official intervention. This involved an afternoon of red tape. At lunch Rocky fumbled over counting out change.



FIRST TEMPTATION comes when Rocky eyes new car. Moore warns he must not admire expensive things.

In telephoning he needed Moore's help in dialing.

At one point during the long day, Rocky saw a new Jaguar and stopped in silent awe. "A beauty, eh Rocky?" said Moore agreeably. "But from now on you'll be paying for your cars, so let's start admiring the cheap ones."

The garage job started well, though Rocky found the work harder than at San Quentin prison, and the difference between the new cars and those he remembered was exasperating.

During a visit with Rocky two weeks after his release, Moore thought that he was beginning to relax. Moore had a suggestion.

"How about getting on a ball team, Rocky?" he asked. "There are some outfits in the City Recreational League that could use a good pitcher."

Rocky was pleased. "You know I was on the team over in the joint?"

"I've watched you play in 'Q' for years," said Moore. "You're a damn good pitcher, Rocky. I remember the time you started the triple play against—"

"A triple play, that's right," Rocky interrupted quickly. "But you should've seen me last year. One game we had this guy Chick on first. . . ."

Moore paints a picture

CONTACT was made. They talked baseball. They talked boxing. (Rocky was also a good light-heavyweight.) In succeeding visits the same gambit worked, while gradually Moore turned the conversation away from sports and painted a picture of what Rocky might make of his life: a home, a wife, kids, a good job, a good car.

As the weeks went by there were signs of change. But then one night Moore found him in new shoes and a new jacket.

"How much did the shoes cost, Rocky?" he asked casually.

"Eight fifty. They were on sale."

Moore knew better. "Don't hand me a snow job, Rocky. You need clothes, but at the rate you paid for those things, it'll cost \$1,000 to outfit you."

Something in this exchange triggered a violent reaction from Rocky. He had been adjusting his tie in the dresser mirror, but now he suddenly turned on Moore in a fury.

"So what if they cost money," he shouted. "It's my dough. I earned it. The last P.O. needled me too. You know what he said when I talked to him about clothes for a job? 'I'm not here to listen to your troubles.'"

"I've been waiting for you to crack down," Rocky went on, hardly pausing for breath. His voice began to tremble.

"Take it easy," said Moore. "Just take it easy."

But Rocky couldn't stop. The words seemed to pour out. "You guys are all alike," he said. "You



PAROLE OFFICER'S BEAT takes Moore down dark alleys and dim streets as he looks for his missing charges.

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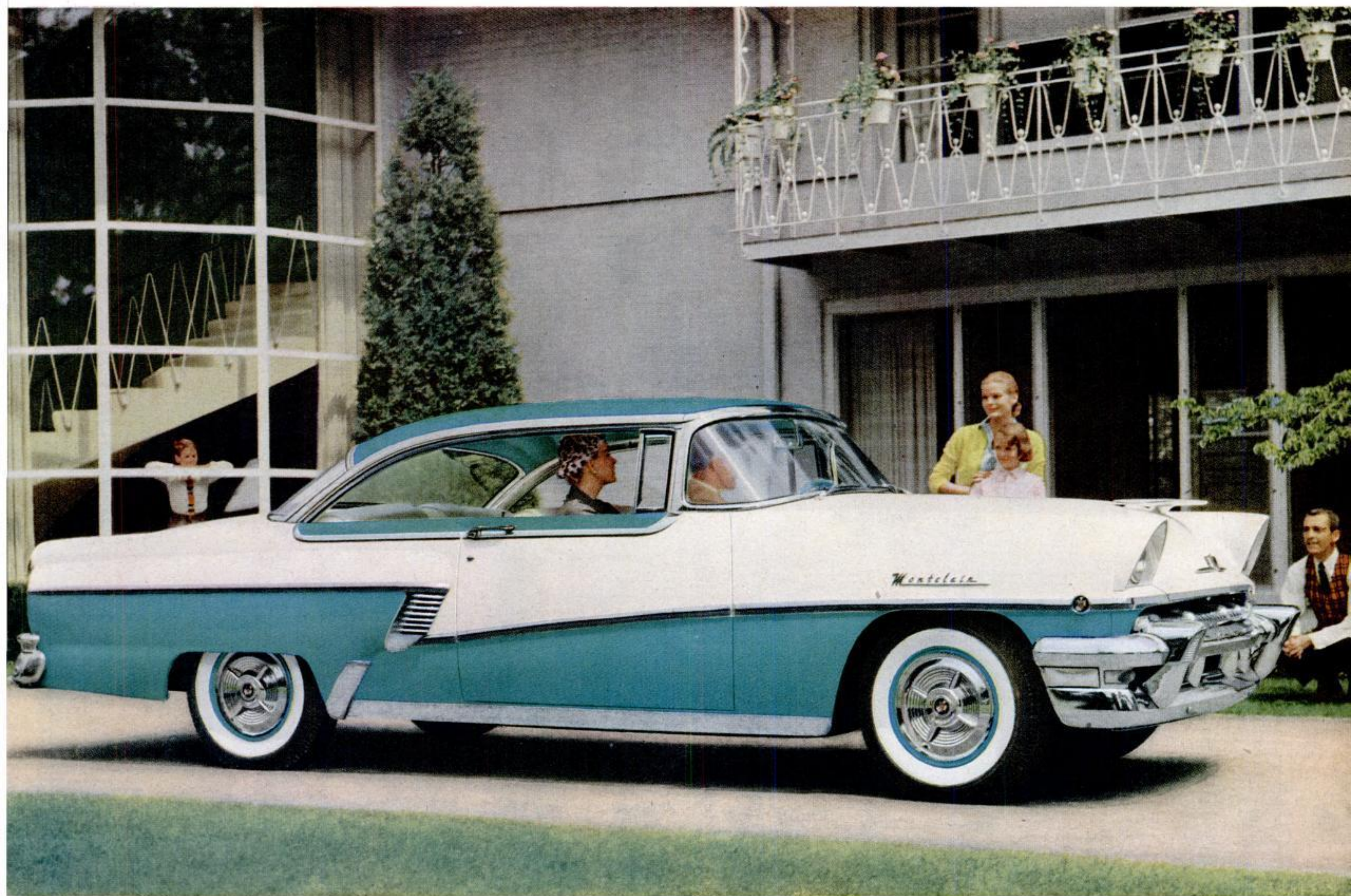
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RIDING AT ROCKY, reform school guard tries to knock him down as punishment for misdeed. Cruelty led Rocky to try escapes.

GAMBLE CONTINUED

started jumping on me when my father died, when I was 9 years old. Sure I stole and rolled drunks. I lived with anybody that would take me in. Nobody gave a damn. Then I got sent to reform school. Every time you opened your mouth there, they knocked your brains out. Once they gave me a dirty sock full of garbage and made me eat it. Another guard tried to run me down with his horse. Every time I ran away, they caught me.

"So never mind how I pay for shoes. You want me to go straight and I'm trying. I'm out almost three months now, and for the first time in my life, I've been square John. I'm tired of being pushed around."

For a whole minute there was silence. Outside, a trans-Bay train rattled by. The intersection warning bells jangled. Overhead, tobacco smoke swirled slowly around the room's single bulb.

"You've got me wrong, Rocky," Moore finally said. "I'm not here to chew you out. I criticize the price of your clothes only because I don't want you to get into debt. Once you owe money you've got a problem, and you know how you've always solved that problem. Rocky, if you really want to change, you've won half the battle. Part of changing is growing up, and some guys just take longer than others. But you'll make it if you keep trying."

After that night Moore felt sure he was meeting his challenge. It seemed that Webb was actually changing.

In the office some days later Moore brought the subject up with Herman Simon, the regular parole officer to whom Rocky would go as soon as his SIPU days were over. "There's real hope for this man," Moore said.

"What's his background?" asked Simon.

Moore dropped the thick case history on Simon's desk. "Let's talk it over some time. I'm seeing him tonight. Want to meet him?"

"Thanks," said Simon, "not until I have to."

It was a long time before Simon had to. At that moment Rocky had been missing from his job and his room for more than 24 hours.

Official report: PV AL

IN the first few days after Rocky's disappearance, Moore checked all hospitals, jails and morgues. He meticulously went through Rocky's file for any mention of acquaintances. He found no clues. Nothing remained for Moore but to report that Rocky was officially PV AL (Parole Violator At Large).

The first hint of Rocky's whereabouts came when the Oakland police notified Moore that another of his parolees, a man known as Blackie, had been injured in an automobile accident and had been taken to the emergency hospital, from which he fled shortly after admission. The police identified the car involved as belonging to a prostitute. Moore hurried over to talk to the woman. She told him that Blackie had introduced her to another ex-convict whose name she did not know—a man who talked constantly about prison baseball. This other convict lived in an apartment house with big pillars near Fruitvale Avenue in Oakland.

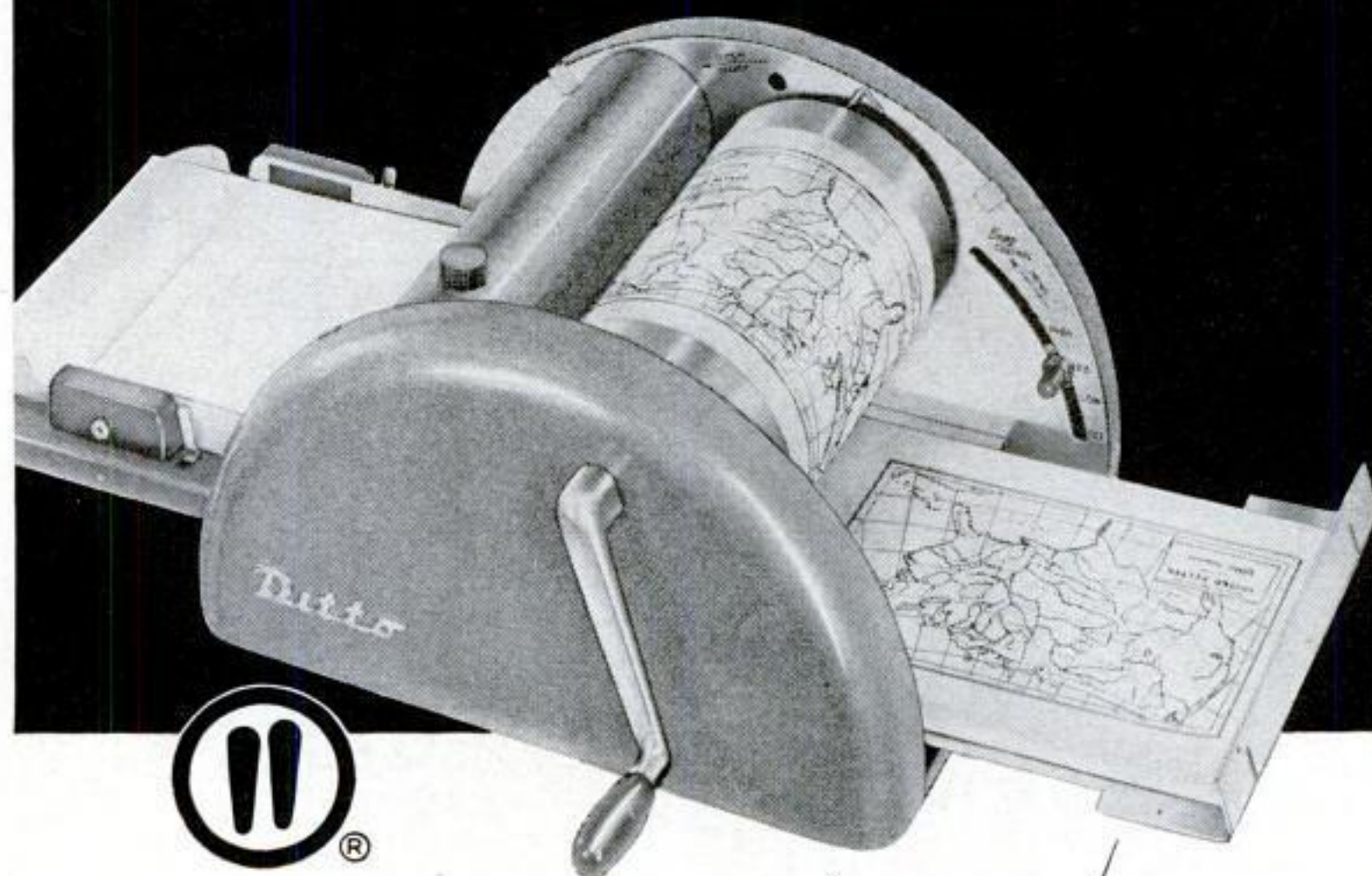
That afternoon, Moore and the police walked up to the row of mailboxes in the apartment house that the prostitute had described. On one of them, neatly printed for anyone to read, was the simple announcement: "Mr. and Mrs. R. Webb."

No one answered the apartment bell, but the landlady was happy

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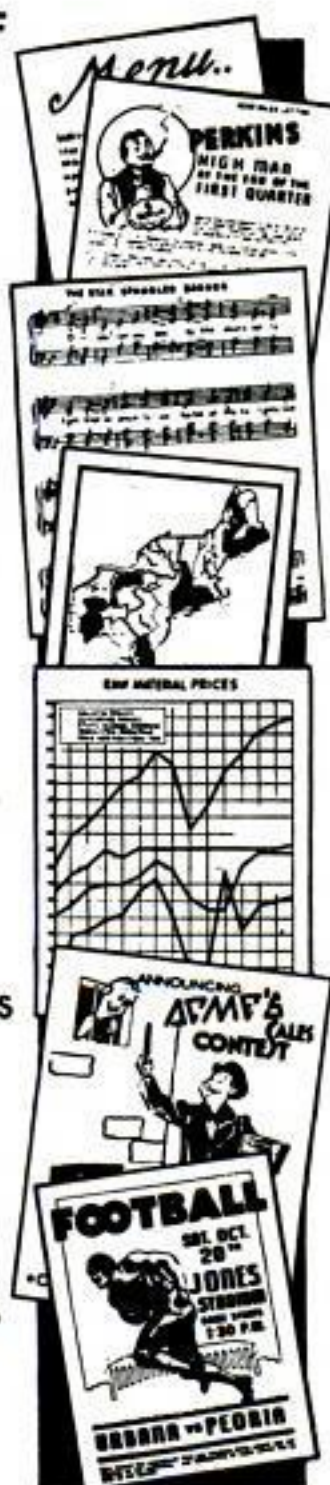
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*In a recent survey against the leading cream and spray deodorants, 7 out of 10 prefer BAN.

GAMBLE CONTINUED

to talk. "The Webbs," she said, "are a lovely couple." If the gentlemen would come back around 6, she was sure both would be home by then.

At 6, when Moore rang the apartment buzzer, a dignified, graying man answered. He was, he said, Mrs. Webb's father, and he and his daughter were celebrating his wife's birthday. Rocky was in Los Angeles on business. Moore asked to speak to Mrs. Webb.

When he saw Amy Webb, he was astonished. This was not the kind of woman he would have associated with Rocky. Her face was plain and she carried herself with modest dignity.

"I'm Allen Moore, State Parole. We're looking for Rocky, Mrs. Webb."

"Parole officer? What do you want with Rocky?"

"He's violated his parole."

"Are you trying to tell me my husband's been in prison?"

"I'm sorry to tell you that Rocky has spent most of his life in one prison or another."

When he saw the stricken look on Amy Webb's plain face, Moore found himself wishing that he had stayed in the furniture business and to hell with the challenge.

Amy Webb's account of Rocky's absence was only semicoherent, but she expected him back the next day, about noon. Moore suggested she come into his office in the morning.

Amy arrived at Moore's office at 10. She was neatly dressed and carried a book. She was tense and her eyes were raw as she listened to Moore's account of Rocky's past. Then she told him how she and Rocky had met on a bus one Sunday and fallen in love almost at once. She told him of her own respectable home life, of her church work, of their church marriage, and of how much her parents and friends liked Rocky. She wanted to make one thing clear: no matter what Moore said about Rocky, she loved him.

"I promise you he'll be back," she said. "All I ask is that you don't meet him at the bus station. Let him come home to me. Please let me talk to him first."

"And what if he doesn't give himself up?"

"Look, Mr. Moore." Amy held out a Sunday school Bible and opened the cover. On the flyleaf was inscribed: *Rocky Webb. Presented for perfect attendance for one year, Easter to Easter, 1932-1933.* It's the only thing he's ever saved, so he can't be as bad as you say. I promise he'll either call you tomorrow or I will."

The next afternoon, Moore's phone rang. "This is Rocky Webb," said a familiar voice, "I'm back. Come and get me."

The voice had a toneless resignation, and when he came to pick up Rocky, Moore could find nothing to say. Amy busied herself in the kitchen. Rocky kept his face averted, but Moore noticed that he was quietly crying. "If you're ready," Moore said, "we'll go, Rocky."

Two glimmers of hope

THE police put Rocky through several interrogations, from which a number of facts emerged which Parole Officer Moore found intriguing. After Rocky left Moore's surveillance, Amy's father had got him a warehouse job. One evening while he was working overtime, a petty cash box was stolen and he was discharged. Later the real thief was caught. Then, too, Rocky freely admitted that he and another parolee had stolen a gasoline charge account card. It was not like the old Rocky to spurn an unguarded cash box, however petty, or to confess manfully to a misdeed.

At this point the whole philosophy and economics of SIPU came into play. In California almost 90% of the state's convicts are freed on parole whereas other states average 55% and the federal prison system about 25%. The SIPU system, which each year releases 800 prisoners ahead of schedule, annually saves the state 200 prison "man years" and \$220,000. But the saving of time and money would be unimportant if it were not for the philosophy behind the system: the main aim of SIPU is to save men, not money.

Parole Officer Moore had to decide whether or not Rocky Webb could be saved.

Moore wavered—but he finally decided to risk recommending Rocky for continued parole. Once he had made this dangerous hairline decision, he had to persuade the police not to press charges on the credit charge episode on condition that Rocky make full restitution. Next Moore confronted his supervisor, Jerry Higgins. As Moore had expected, Higgins was openly scornful.

"He's violated parole," Higgins said, "and he's done it in about five different ways."

"Well," Moore said, "if we send him back to prison now, we might just as well forget about rehabilitation. This is his last

CONTINUED

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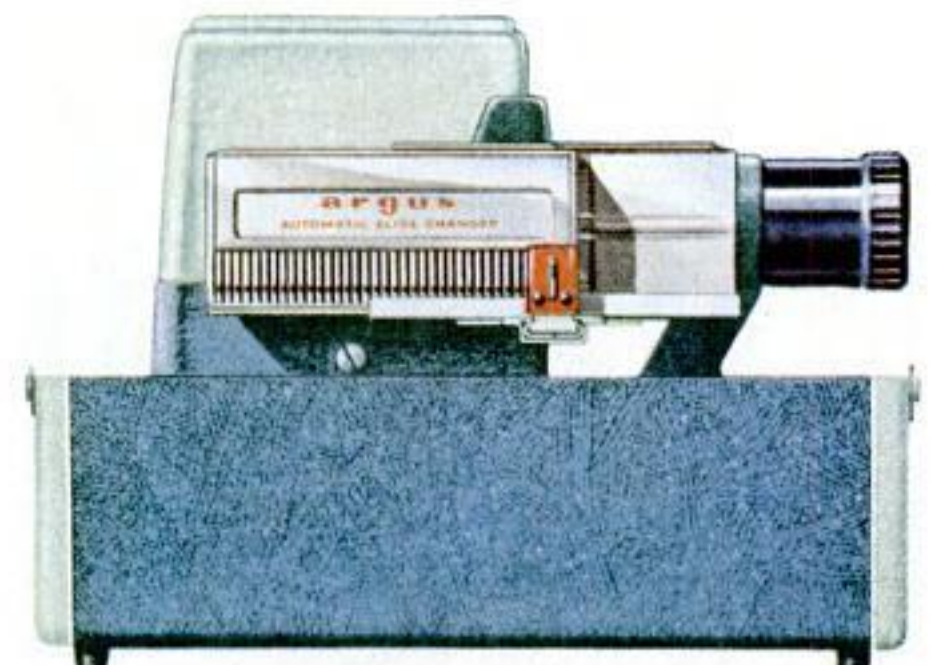
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GAMBLE CONTINUED

chance. But I suppose my idea is pointless anyway. We could never convince Cullen that we should keep Rocky out." Jack Cullen was the area parole supervisor in San Francisco.

"No?" said Higgins, who, like Moore, is interested in a challenge. "Convince me some more."

After Moore had convinced Higgins some more, they went to see Cullen. Both Higgins and Cullen were once subordinate to Moore when he was chief of parole, and his judgments carry great weight with both men. But Cullen was solidly against Rocky.

"We agree he's no bargain," Higgins admitted. "But Moore thinks he can do something with him now that the fellow's found a good wife. I don't say Moore's right. There isn't any right answer. There are only a lot of wrong ones, but I say Moore has the best wrong answer. If Rocky goes back to prison now, he's a cinch to become a habitual. On parole, he costs us \$175 a year. In prison he costs \$1,448 a year. Thirty-five years in prison, which is probably what he's got ahead of him, means that he hands us a bill for some \$50,000 before the state buries him on Boot Hill."

In the end Cullen gave up. "You guys," he said, "are nuts."

From Cullen's area office, the recommendation, with its triple approval, went to Sacramento for final review. While Sacramento was considering the case, a letter arrived from Amy Webb.

"Gentlemen," she wrote, "I don't know who was the most astonished, myself when I heard about my husband or my husband when I told him I knew he had been in prison. . . . Except during his working hours I have been with him almost constantly ever since we met. We spend most of our time with my family, my relatives and friends, and we enjoy our home to the utmost. Through this, and from what I have learned of his past, I believe all Rocky needs now is a chance to continue this life of ours. No man could make a woman a finer, kinder husband than Rocky has made me. . . . He reminds me of a poor, half-starved child that has never known love and affection before but has finally found it and is eating it all up as fast as he can because he is desperately afraid of losing it. Please, for my faith and trust in God, don't send Rocky back to prison. . . ."

Sacramento ordered Webb paroled until late in 1957.

ALTHOUGH it is now a year since Moore turned the case over to Parole Officer Simon, he still keeps in touch with the fortunes of Amy and Rocky. These are benign. Rocky has a skilled job at which he is remarkably good. They now have their first child, a boy, and Moore's big bet is paying off.

The child made doubly important the tying up of a loose end. Because Rocky married without Moore's permission and without restoration of his civil rights, the marriage was not legal in California. At Moore's prompting, Rocky and Amy left quietly for Reno by train one weekend for a legally sanctioned ceremony.

Moore hoped that Rocky would listen carefully to the porter as they boarded the streamliner.

"Watch your step," the porter would be saying as Amy and Rocky climbed up. "Watch your step, sir."



OFF TO REMARRY, Amy and Rocky board train for Reno. First marriage was illegal because Rocky had no civil rights.



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ALABAMA

Birmingham—To be opened in 1955
Dothan—Municipal Airport..... 4-4580
Mobile—Municipal Airport..... 6-7800
251 S. Joseph Street..... Hemlock 8-2943
Montgomery—Dannelly Field..... 7881
Union Station..... 3-6003

ARIZONA

Clifton—Clifton Airport..... Airport
Douglas—Douglas Bisbee Airport..... 1163
Flagstaff—Municipal Airport..... 021-J4
Grand Canyon—Grand Canyon Airport..... 591
Phoenix—Sky Harbor Airport (3000 Sky Harbor Boulevard)..... Bridge 5-5458
Prescott—Prescott Airport..... 47-W
Safford—Safford Airport..... 775-J
Tucson—Municipal Airport..... 3-2124
137 S. 6th Street..... 4-7192
Winslow—Municipal Airport..... 656
Yuma—Yuma Airport..... 3-3111

ARKANSAS

Fayetteville—Municipal Airport
Fort Smith—8 North 12th Street..... 3744
Hot Springs—238 Central Avenue..... FR 5-5111
Little Rock—7th & Scott Streets..... 2-4141
Texarkana—108 State Line Street..... 2-4141

CALIFORNIA

Bakersfield—2199 Airport Drive..... 4-5601
Beverly Hills—Beverly Wilshire Hotel..... BR 2-7811
Burbank—Lockheed Air Terminal..... VI 9-3093
Coronado—Hotel Del Coronado, Hemley Glendale—116 N. Maryland Ave..... CI 2-3131
Hollywood—5639 Sunset Blvd..... HO 5-3111
Long Beach—210 E. Ocean Blvd..... LB 7-3111
Los Angeles—Int'l Airport..... OR 8-3711
1207 W. Third St..... MU 3111
Monterey—Municipal Airport..... 5-4702
Oakland—Oakland Airport..... TR 7-7300
Leamington Hotel..... TW 3-5600
Palm Springs—1090 N. Palm Canyon..... PS 2111
Pasadena—144 W. Colorado St..... RY 1-6253
Pebble Beach—Del Monte Lodge..... CA 7-3811
Riverside—3896 Seventh St..... 3111
Sacramento—Municipal Airport..... Hillcrest 5-5602
Alhambra & J Street..... HU 1-1611
San Diego—Lindbergh Field..... BE 2-3111
(910 Front Street)
San Francisco—Municipal Airport..... PL 5-2556
955 Post St..... PR 5-3313
Santa Barbara—19 E. Haley St..... SB 5-5111
Santa Monica—114 C. Santa Monica Blvd..... EX 5-3201
Stockton—Stockton Field..... 4-7701

COLORADO

Colorado Springs—Peterson Field..... ME 2-8751
Denver—Stapleton Airfield..... KE 4-8982
1918 Broadway..... KE 4-8581
Durango—New City-County Airport..... 605
Grand Junction—Walker Field..... 3010
207 Main Street..... 515

CONNECTICUT

Bridgeport—599 John St..... ED 3-0357
Hartford—Bradley Field, Terminal Bldg., National 3-146
88 Chapel Street..... Jackson 2-2111
Statler Hotel..... Jackson 2-2111
New Haven—280 Crown Street..... State 7-1822
New London—50 Water Street..... 2-1935
Stamford—Richmond Hill Ave. & South Street..... Fireside 8-4803
Torrington—34 Migeon Avenue
Waterbury—21 Park Place..... Plaza 5-1161

DISTRICT OF COLUMBIA

Washington—Wash. National Airport..... ST 3-6174
1709 L St., N. W..... ST 3-6171

FLORIDA

Boca Raton—Boca Raton Club..... LD 20 Ext. 69
Clearwater—300 S. Ft. Harrison..... 32-7035
Daytona Beach—Municipal Airport..... 2-0852
745 Main St..... 2-0852
Delray Beach—To be opened in 1955
Fort Myers—To be opened in 1955
FL Lauderdale—716 N. Federal Hwy..... JA 4-2575
Bahia Mar Yacht Basin..... 4-4411
FL Pierce—157 S. 4th St..... 9267
Gainesville—To be opened in 1955
Hollywood—416 N. Dixie Hwy..... 2-8152
Jacksonville—Municipal Airport..... 6-2688
430 W. Adams St..... 4-4411
Lakeland—114 Main Ave..... MU 7-5651
800 S. Florida Ave..... 5-5051
Leesburg—To be opened in 1955
Melbourne—Municipal Airport..... 806

Miami—International Terminal..... 64-6541
Eastern Terminal..... 64-4757
2830 N. E. Second Ave..... 82-6591
Naples—N. Tamiami Trail..... 2-1142
Ocala—To be opened in 1955
Orlando—225 W. South St..... 2-5535
Municipal Airport..... 5-3996
Panama City—Dixie-Sherman Hotel..... SU 5-8394
Pompano Beach—3326 N. Atlantic Blvd..... 9451
St. Augustine—To be opened in 1955
St. Petersburg—635 First Ave., N..... 7-3771
Sarasota—Municipal Airport..... 2-3554
301 S. Pineapple St..... 624 (Day)
Stuart—Pelican Hotel..... 240 (Day or Night)
Tallahassee—To be opened Fall, 1955
Tampa—International Airport..... 80-3001
Cass & Highland..... 2-7216
Lafayette & Florida..... 2-3451
Vero Beach—23rd St. & U. S. No. 1..... 5879
West Palm Beach—119 First Street..... 2-5353
Municipal Airport..... 2-5353
Winter Haven—Haven Hotel (Lobby)..... 5-2151

GEORGIA

Albany—Municipal Airport..... Hemlock 5-5561
Atlanta—20 Houston Street, N. E..... Walnut 3378
Atlanta Airport..... Fairfax 2416
Augusta—878 Ellis Street..... 2-6408
Bush Field..... 4-9080
Columbus—418 Fifteenth St..... 2-8313
Muskegon County Airport..... 2-8313
1201 Sixth Ave..... 5-6441
Savannah—Travis Field..... 3-2721
17 E. Congress St..... 6-8222

IDAHO

Boise—201 S. Capitol Blvd..... 4-0531
Municipal Airport..... 2-5781
Idaho Falls—498 A Street..... 22
Pocatello—308 S. Main St..... 916
Twin Falls—101 Addison Avenue..... 1405

ILLINOIS

Chicago—Midway Airport..... PO 7-1070
(5841 S. Cicero Avenue)
612 S. Wabash..... WA 2-8847
361 North State Street..... Mohawk 4-6070
29 West Monroe Street..... Andover 3-5360
1000 Lake Shore Drive..... Whitehall 4-4314
Waukegan—910 Woodlawn..... ON 2-1010

INDIANA

Anderson—Ace Airport..... 2-1200
1111 Jackson St..... 2-9439
Fort Wayne—202 W. Washington St..... EA 4595
Baer Field..... Harrison 2269
Indianapolis—Municipal Airport..... Belmont 2801
Union Station..... Melrose 2-6882
25 Kentucky Avenue..... Melrose 5-6444
2020 North Illinois..... Talbot 4587
Richmond—Municipal Airport..... 15-551
300 S. 7th St..... 2-4856

IOWA

Des Moines—Municipal Airport..... 2-5997
Southwest 6th & Tuttle..... 2-8111

KANSAS

Chanute—Municipal Airport..... 675
Hutchinson—16 E. Ave. A..... Mohawk 2-1231
Topeka—Municipal Airport..... 5411
Wichita—Municipal Airport..... WH 3-3381
239 W. Douglas..... AM 5-0792
Broadview Hotel..... FO 3-6211
Lassen Hotel..... HO 4-5311

KENTUCKY

Lexington—Blue Grass Airport..... 4-5145

LOUISIANA

Alexandria—To be opened in 1955
Baton Rouge—Harding Field..... 7-2234
Lake Charles—To be opened in 1955
Monroe—To be opened in 1955
New Orleans—1124 Tulane Avenue..... Tulane 7208
Shreveport—520 Edwards St..... 5-1312

MAINE

Augusta—Western Avenue & State Street..... 3-9611
Bangor—25 Franklin St..... 6767
Ellsworth—105 High St..... 80
Lewisport—135 Bates Street..... 4-5621
Portland—309 St. John Street..... Spruce 4-2006
Municipal Airport..... Spruce 4-2006
Eastland Hotel..... Spruce 4-2781
Rockland—Corner Main & Winter Streets..... 581
Waterville—Elmwood Hotel..... 58

MARYLAND

Baltimore—28 South Charles Street..... Mulberry 5-6000

MASSACHUSETTS

Bedford—Bedford Airport..... Crestview 4-6400
Boston—
Motor Mart Garage (Park Square) Hubbard 2-9100
Logan International Airport..... EA 7-4606
434 Newbury Street..... Kenmore 6-8131
South Station..... Hubbard 2-9100
Brookline—East Elm Street Garage..... 800
Cambridge—95-97 Mt. Auburn St..... Kirkland 7-0336
Canton—Route 128 Railroad Station..... 5-7484
Fall River—10 Durfee Street..... 1900
Falmouth—Main Street & Heights Road..... 3-6401
Fitchburg—231 Main Street..... 549
Gloucester—2 Washington Street..... 3-3879
Haverhill—65 Water Street..... Jefferson 9-9808
Holyoke—136 Suffolk Street..... 12
Hyannis—725 West Main Street..... Glenview 7-7710
Lowell—154 Fletcher St..... 5-8200
Lynn—11 Mt. Vernon Street..... 2-1101
Malden—466 Main Street..... Neptune 2-1234
Marblehead—28 Atlantic Avenue..... Vineyard Haven 58
Martha's Vineyard—Main Street..... 420
Nantucket—12 Broad Street..... 5-7874
New Bedford—145 Middle Street..... 7-9525
Newton—1232 Washington Street..... Mohawk 3-3729
North Adams—1 Main Street..... 9248
Pittsfield—179 South Street..... 1407
Plymouth—Water Street..... 2-8200
Provincetown—Provincetown Airport..... Republic 7-9779
Quincy—19 Saville Street..... 4-9089
Springfield—147 Chestnut Street..... Logan 8-5111
Taunton—8 Post Office Square..... Fairview 5-7000
Westfield—Barnes Airport..... 2-4433
West Roxbury—2020 Centre Street..... 6-8381
Worcester—30 Myrtle Street..... Airport Drive, Worcester Airport.....

MICHIGAN

Ann Arbor—Municipal Airport..... 25-8823
210 W. Washington..... NO 3-4858
Bay City—906 Saginaw Street..... 4533
Detroit—Central Railroad Terminal..... TA 6-1133
Willow Run Airport..... LO 5-1222
1207 Washington Boulevard..... Woodward 1-6800
12401 Grand River at Mendota..... Texas 4-4601
Grand Rapids—
1151 Sheldon Ave., S. E..... Glendale 8-7856
Jackson—409 Carter Building..... State 9-6181
Kalamazoo—Municipal Airport..... 405 East South Street..... 5-0177
Midland—143 Gordon Street..... Temple 9-9555
Muskegon—County Airport..... 3-2053
Pontiac—Municipal Airport..... Orlando 3-2271
Port Huron—St. Clair
County Airport..... Yukon 2-3985
1201 Military Street..... Yukon 5-9200
Saginaw—2800 North Michigan Ave..... 3-6712
Tri-City Airport..... Freeland 5201
Ypsilanti—Willow Run Airport..... Ypsilanti 4164

MINNESOTA

Brainerd—To be opened in 1955
Duluth—Municipal Airport..... RA 7-5465
311 East Superior Street..... RA 7-5465
Hotel Duluth..... RA 7-5477
International Falls—Municipal Airport..... Atlas 3-3814
Minneapolis—20 South Fourth St., Bridgeport 4458
Wold Chamberlain Airport..... PA 2-2030
St. Paul—344 Wabasha Street..... CA 4-8500

MISSISSIPPI

Biloxi—To be opened in 1955
Jackson—To be opened in 1955
Laurel—Laurel Airport..... 4592

MISSOURI

Joplin—Municipal Airport..... 360
410 Pearl Ave..... 360
Kansas City—Municipal Airport..... BA 7774
1105 Wyndotte..... BA 7774
Union Station..... BA 7774
St. Louis—Lambert Field..... PE 1-0942
18th St. Garage..... GA 1-1960
Chase Hotel..... 12th and Locust..... Maine 2750
Springfield—235 North Kimbrough..... 4-7328
Municipal Airport

MONTANA

Billings—Municipal Airport..... 8-8984
Bozeman—28 N. Tracy..... 1221
Butte—Finlen Hotel..... 4344
321 West Park..... 2-3820
Municipal Airport..... 6555
Helena—Main & Nield Avenue..... 5-5048
Great Falls—100 First Avenue, N..... 3-3534
West Yellowstone—Tackle Shop..... 2251
Wolf Point—Municipal Airport

NEBRASKA

Omaha—19th & St. Mary's..... AT 0900

NEVADA

Las Vegas—1406 South A Street..... LV 1234
McCarren Airport..... LV 1234
Reno—160 West First Street..... 2-1670
Municipal Airport..... 2-1670

NEW HAMPSHIRE

Berlin—Berlin Airport (C. o. Northeast Airlines)
Concord—242 North Main St., Capitol 8-8819
Dover—First & Chestnut Streets..... 450
Hanover—73 South Main Street..... Hanover 220
Keene—126-128 Main Street..... 600
Laconia—86-88 Pleasant Street..... 2-0193
Manchester—136 Manchester Street..... 5-0937
48 W. Merrimack Street..... 30
North Conway—Main Street..... 2337
Portsmouth—525 Islington Street..... 5564
Wolfeboro—Corner Main & Center Sts.....

NEW JERSEY

FL Lee—2142 Lemoine Ave..... 8-4922
Hackensack—636 Washington St..... 222
Newark—Newark Airport..... Mitchell 9-1054
1160 Raymond Boulevard..... Mitchell 3-1054

NEW MEXICO

Albuquerque—Municipal Airport..... 2-1196
West Mesa Airport..... 2-0824
315 Silver Ave., S. W..... DA 5-2213
Farmington—620 W. Main St..... DA 5-5031
124 E. Main St..... Airport
Gallup—McKinley Airport..... 3-2553
105 W. Coal Avenue..... 41W
Hobbs—Municipal Airport..... 1650
Las Vegas—Municipal Airport..... 3-8124
Roswell—Municipal Airport..... 3-9303
Santa Fe—Municipal Airport..... Airport
Water & Galisteo Sts.....

NEW YORK

Albany—156 Lancaster St..... 6-8312
Albany Municipal Airport..... Union 9-7588
Buffalo—Buffalo Municipal Airport..... PL 9488
Glens Falls—630 Glen Street..... GF 2-0972
Massena—157 Center Street..... 21
New York—124 Park Avenue..... MU 7-0698
450 East 63rd Street..... Templeton 8-7518
220 W. 31st Street..... LA 4-0256
LaGuardia Airport..... HA 6-2710
Idlewild Airport..... OL 6-5266
Poughkeepsie—21 Catherine St..... 5960
Rome—327 Ridge Street
Rome-Utica Airport..... 2-1468
Syracuse—104 Madison Street..... Syracuse 5-42311
Hancock Airport, Mattydale..... Utica—Utica-Rome Airport

NORTH CAROLINA

Asheville—64 South Lexington Ave..... 2-1611
Charlotte—Douglas Municipal Airport..... 4-3540
Greensboro—Municipal Airport..... 9595
Hendersonville—Main and Seventh..... 4281
Hickory—Municipal Airport..... 2126
High Point—Municipal Airport..... 9595
Winston-Salem—121 S. Main St..... 3-1836

NORTH DAKOTA

Bismarck—501 North 11th Street..... 3-0061
Grand Forks—115 6th Ave., S..... 1430
Jamestown—Municipal Airport..... 44-206
Minot—Municipal Airport..... 3-6019
Williston—Municipal Airport

OHIO

Cincinnati—19 N. Main St..... Portage 2-2501
Cincinnati—Terminal Building
Lunken Airport Terminal Building
Hamilton Airport, 306 Vine Street..... Main 1-1479
Cleveland—918 Walnut St..... PR 1-1490
Cleveland Hopkins Airport..... PR 1-1490
Columbus—State & Front Sts..... CA 8-2398
Dayton—First and Main Streets..... Hemlock 9682
Youngstown—To be opened in 1955

OKLAHOMA

Admore—310 West Main Street..... 902
McAlester—3rd & Choctaw Ave..... 2272
Muskogee—Hatchbox Field..... Murray 2-4101
Oklahoma City—Municipal Airport..... ME 8-6338
Stillwater—North Washington Street
Tulsa—Municipal Airport..... Temple 5-2331
316 S. Cheyenne..... Cherry 2-9131
Western Village Hotel..... Temple 5-4472
Adams Hotel..... Luther 4-6121
Bliss Hotel..... Glosion 7-8181

OREGON

Coos Bay—330 S. Broadway..... CO 7-6715
Eugene—192 E. Broadway..... 4-9024
192 W. Eleventh Ave..... 5-6214
Klamath Falls—222 S. Sixth St..... 7100
25 Main St..... 7329
Municipal Airport
Medford—6th & Grape Sts..... 3-3261
Ontario—Municipal Airport
Portland—628 N. W. 6th St..... BR 3636
Roseburg—740 S. Stevens..... 3-7412

PENNSYLVANIA

Allentown—Allentown-Easton
Bethlehem Airport..... HE 4-0351
Erie—521 French St..... 7-3151
Harrisburg—Harrisburg State Airport..... CE 4-3245
313-A Chestnut Street..... CE 4-3245
Johnstown—Municipal Airport
McKeesport—To be opened in 1955
Philadelphia—20 South 23rd St..... RI 6-3191
International Airport..... Saratoga 9-4300
4951 Lancaster Avenue
1202 North Broad Street
4810 Chestnut Street
Pittsburgh—556 6th Avenue..... Court 1-2156

RHODE ISLAND

Newport—14-16 Pelham Street..... 1843-W
Providence—98 Dorrance St..... Dexter 1-2624

SOUTH CAROLINA

Charleston—133 Calhoun St..... 3-8431
Columbia—Wade Hampton Hotel..... 2-2292
Columbia Airport..... 2-2292
Greenville—114 Buncombe St..... 5-3358
Municipal Airport..... 5-3358
Myrtle Beach—Woodland Lasso Station,
Highway 17 at Airport Road..... 6754
Spartanburg—184 Dunbar St..... 2-1367
Memorial Airport..... 2-1367

SOUTH DAKOTA

Aberdeen—To be opened in 1955
Huron—To be opened in 1955
Mitchell—To be opened in 1955
Rapid City—To be opened in 1955
Sioux Falls—32 North Dakota St..... 4-4021

TENNESSEE

Johnson City—Tri-City Airport..... 2517-L
303 East Locust Street..... 2517-L
Knoxville—Municipal Airport..... 5-1123
521 E. Cumberland Ave..... 5-1123
Memphis—Municipal Airport..... 39-4061
300 Court Ave..... 5-5776
283 S. Main St..... 8-8333

Nashville—Berry Field..... 4-6200
808 Lea Ave..... 6-6131
217 7th Ave., N..... 5-4147

TEXAS

Amarillo—Amarillo Air Terminal..... 2-5518
215 Pierce Street..... DR 6-6080
Dallas—Love Field Terminal Bldg..... DI 0311
Baker Hotel Motor Lobby..... PR 2272
Adolphus Hotel (Main Lobby)..... PR 2151
1908 Jackson Street..... PR 8677
Commercial & Industrial Streets..... PR 0780
709 E. Jefferson..... WI 1161
El Paso—El Rancho Motel, 6701 Montana St.
(Airport Station)..... Prospect 8-1171
401 N. Oregon..... 2-6760
Fort Worth—1000 Jennings Ave..... FO 4009
Hotel Texas, 206 East 8th St..... FO 4009
Meacham Field..... MA 1179
Houston—International Airport..... OL 4-0674
8301 Telephone Road..... OL 4-0674
1009 Texas Avenue..... CA 8-7393
Lubbock—1118 Main Street..... Porter 3-2622
San Antonio—219 East Pecan Street..... CA 6-0111
International Airport..... TA 7-6531
Texarkana—(See listing under
Texarkana, Arkansas)
Waco—Municipal Airport..... 4-3561

UTAH

Cedar City—360 N. Main St..... 680
Salt Lake City—29 W. South Temple..... 4-4335

VERMONT

S. Burlington—1277 Williston Rd..... 4-5250
Montpelier—1 Taylor Street..... 48
Barre—Montpelier Airport
(C. o. Northeast Airlines)
Newport—Municipal Airport
(C. o. Northeast Airlines)

VIRGINIA

Norfolk—City Hall Ave. & Boush Street..... MA 2-2545
Richmond—Byrd Airport..... 97-3457
Sixth & Franklin Streets..... 7-5507
Roanoke—635 Jefferson Street..... 3-5150
Sandston—Byrd Airport..... 97-3457
Virginia Beach—23rd & Atlantic..... 866

WASHINGTON

Seattle—International Airport..... CH 4600
802 Dearborn St..... MU 1234
Spokane—S. 11 Monroe..... RI 4537
Spokane Airport—Municipal Terminal..... RI 4537
Tacoma—International Airport..... CH 4600

WEST VIRGINIA

Bluefield—500 Federal St..... 5197
Mercer County Airport..... 5197
Charleston—416 Summer St..... 3-1223
Clarksburg—To be opened in 1955
Fairmont—To be opened in 1955
Huntington—To be opened in 1955
Morgantown—344 Chestnut Street..... 2-3336
Parkersburg—To be opened in 1955

WISCONSIN

Beloit—Municipal Airport..... EM 5-5826
706 Pleasant St..... EM 5-5826
Janesville—400 West Milwaukee Street..... 7888
Madison—Truax Field..... 4-9077
610 State St..... 5-4626
Middleton—Morey Airport..... 2176-1
Milwaukee—744 N. 4th St..... BR 2-9955
Mitchell Field Air Terminal..... HU 1-0702
Oshkosh—387 N. Main St..... ST 951
Wausau—402 Second St..... 3930
Wisconsin Dells—Olson Boat Company..... 5001

WYOMING

Casper—Natrona County Airport..... 2-5286
129 W. First St..... 2-6389
Cheyenne—Municipal Airport..... 6-6444
Cody—1407 Sheridan Ave..... 18
Jackson—Ford Garage..... 465-W
Rawlins—Municipal Airport
Sheridan—105 West Works Street..... Day 619
Night 2131

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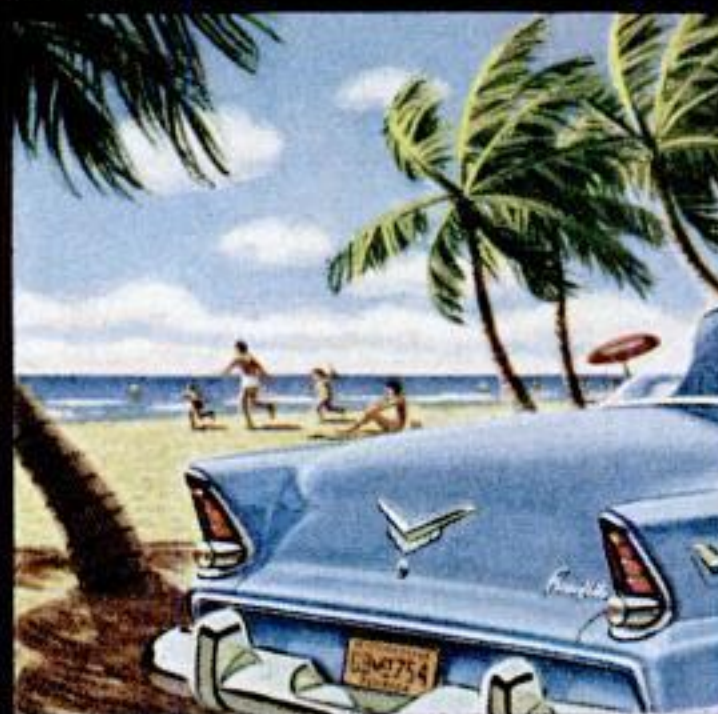
CHICAGO



JACKSONVILLE



MIAMI



TAMPA



FOR PLEASURE—Chicagoan Tom Jones and family plan a two-week vacation. Mrs. Jones wants a lengthy stay in Miami. Tom wants to show the family

the state of Florida. They do both . . . by combining air travel and Avis' new one-way service. They fly from Chicago to Jacksonville, where a new Avis car is

waiting at the airport. The family enjoys a scenic two-day drive down the east coast of Florida. After nine days in Miami, they drive up the west coast of Florida to

Tampa where they leave the car at Avis' airport office. Cost? Only \$148, including gas, oil and insurance, for the entire family. They fly home rested and refreshed.

NEW YORK



LOS ANGELES



MODESTO



SAN FRANCISCO



FOR BUSINESS—Sales Manager Frank Brown in New York flies to the west coast for an extensive selling trip. He knows he'll make more calls if he rents a car to

drive from Los Angeles to San Francisco. So he uses Avis "Rent it here—leave it there" service. A new car meets him at the Los Angeles Airport. He spends two

days in the Los Angeles area seeing customers. Then visits others at Santa Barbara, San Luis Obispo, Fresno and Modesto. At San Francisco, he leaves the

car at the Avis station at the airport and boards a homebound plane. Total cost for the car for five days of productive selling: only \$91.24, including the car return charge.



Here's how to arrange for Avis

"Rent it here—leave it there" service

Call your nearest Avis office (it's listed on the opposite page and under "A" in the phone book). You can rent a new Plymouth or other fine car in minutes. Besides Avis Credit Cards, Avis stations honor many other national credit cards including those from major airlines and railroads, hotel chains and oil companies. Avis Rent-a-Car System, Inc., Hotel Statler Bldg., Boston, Mass.



AWAY OR AT HOME... A CAR OF YOUR OWN

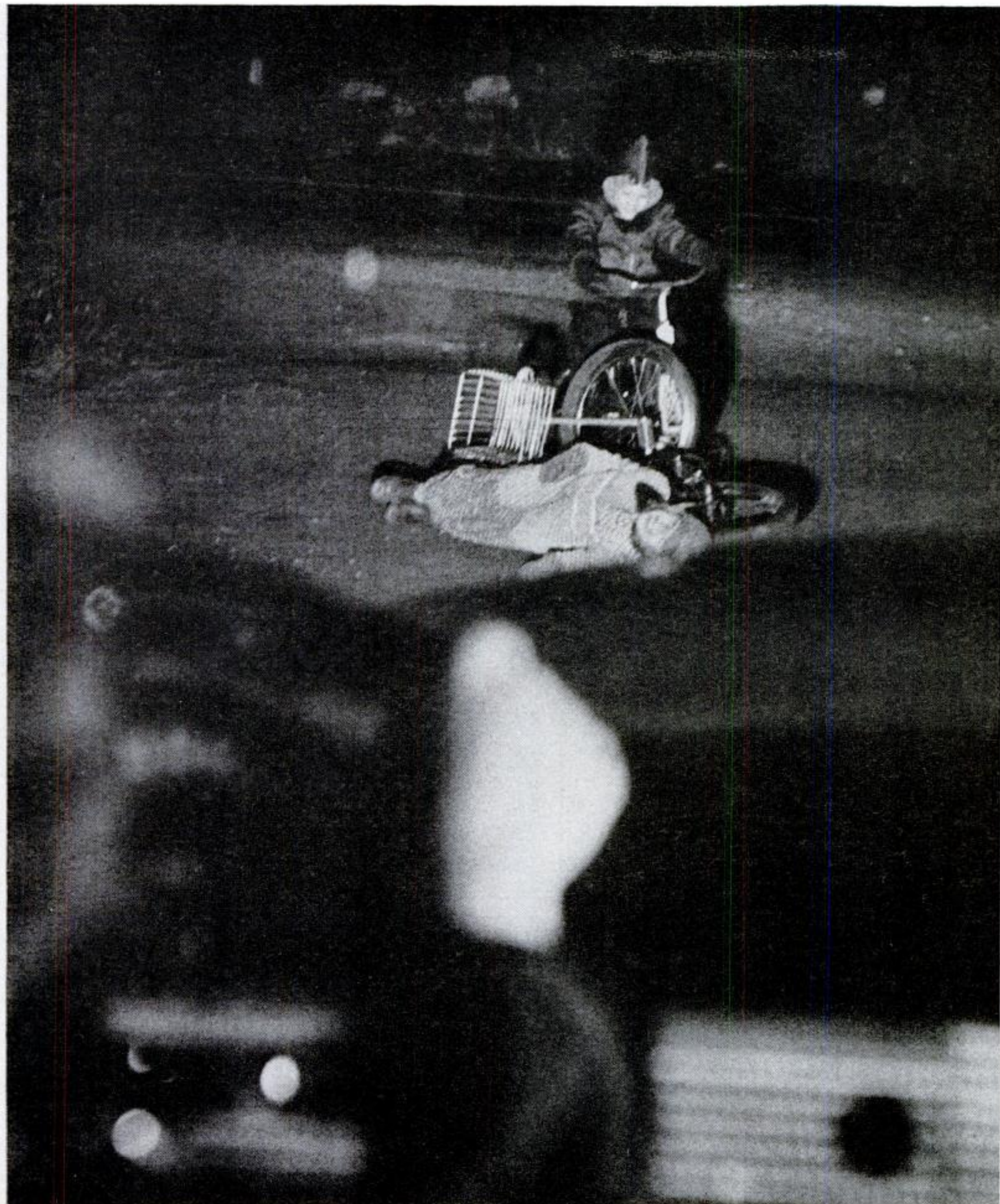


Known by the Company it Keeps



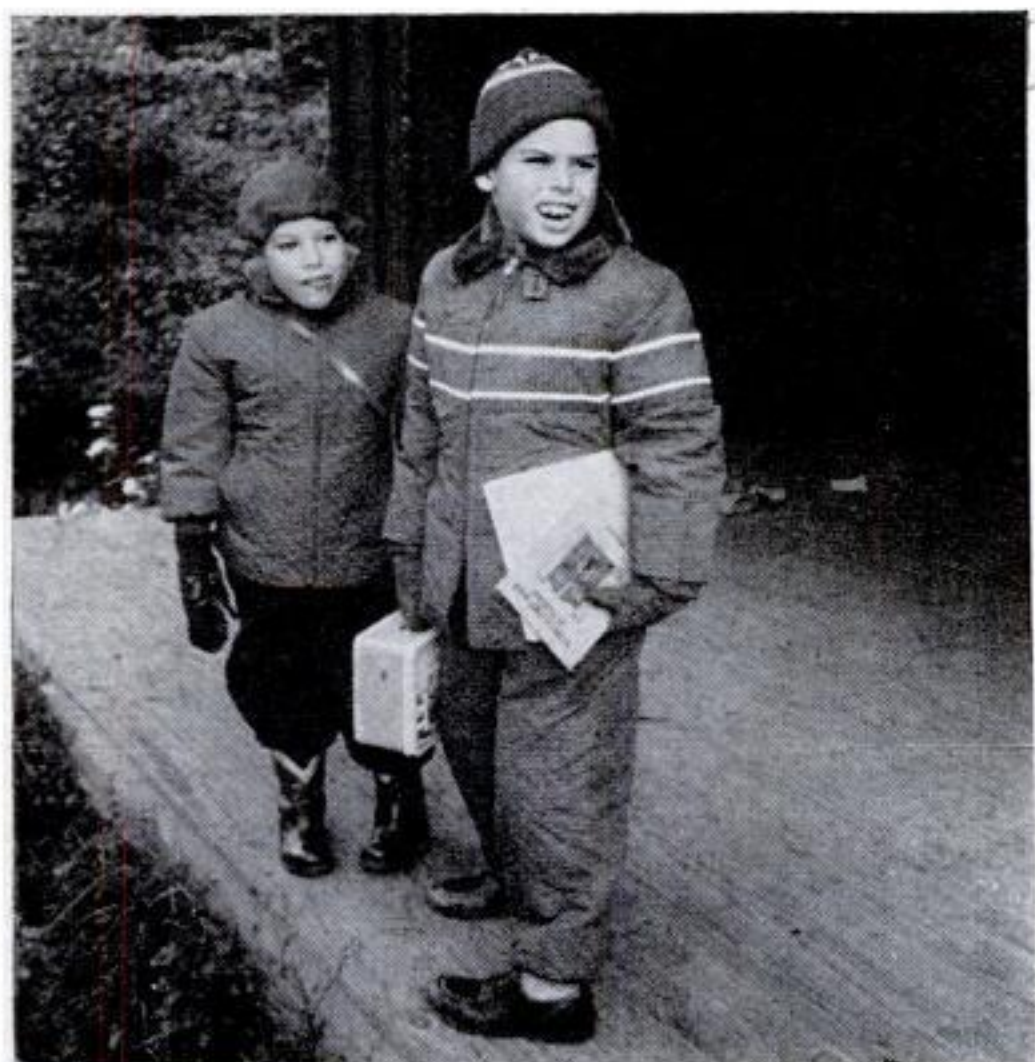
Seagram's VO

SEAGRAM DISTILLERS COMPANY, NEW YORK CITY. 86.8 PROOF, CANADIAN WHISKY -
A BLEND...OF RARE SELECTED WHISKIES • SIX YEARS OLD



WINDSHIELD VIEW SHOWS BOY IN ORDINARY SUIT IS BARELY VISIBLE. FALLEN FRIEND IN REFLECTIVE SUIT SHINES

LIGHTING UP CHILDREN AT NIGHT



Clothing reflects auto headlights

To protect children walking along roads in the early darkness of winter and to make an auto driver's life easier, a new yarn has been developed which reflects light much as reflective material on auto bumpers and road signs does. The yarn has embedded in it microscopic glass lenses which are only 1/1,000 of an inch in diameter. There are more than 10,000 of them lapped around each inch of the yarn, and they reflect enormous quantities of light for their size. Made by Minnesota Mining and Manufacturing Company and used this year in children's snowsuits, parkas, hats, mittens and even socks, the yarn makes the garments light up like cats' eyes at night whenever the beams of an auto headlight strike them.

IN THE DAYTIME reflective clothes look much like any other. The yarn reflects only toward the source of light.

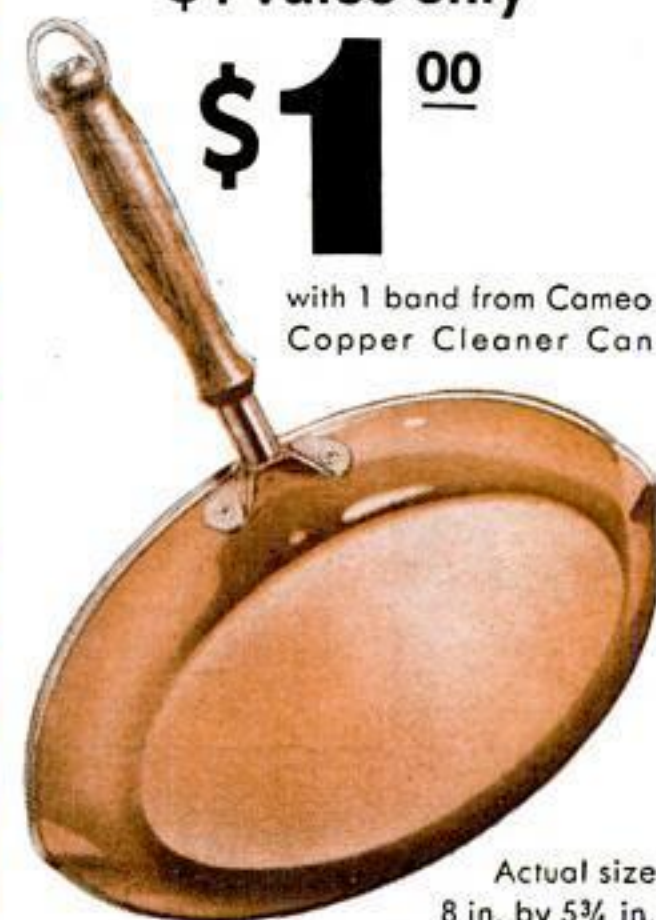
Beautiful **COPPER** Fryette

Aluminum Lined • Betula wood handle • Can't twist • Hang-up ring • Perfect for 2 eggs and 2 strips of bacon

\$4 value only

\$1⁰⁰

with 1 band from Cameo Copper Cleaner Can



Actual size
8 in. by 5 3/4 in.
wide, 1 3/8 in. deep.

This special offer is made
so you will discover

CAMEO Copper Cleaner

Recommended by leading manufacturers for cleaning and polishing Copper, Brass, Chrome, Stainless Steel, Golf Clubs, removing stains from coffee makers and plastic dinnerware, rust stains from porcelain.



Send
this
coupon

Cameo
Corporation
Dept. E, Box 431
Chicago 77, Ill.

Enclosed find \$..... and band(s)
from can(s) of Cameo Copper Cleaner.
Send my Fryette(s) to

Name.....
PLEASE PRINT

Street.....

City and State.....

If you want more than one pan send a
band and \$1 for each Fryette.
Please allow three weeks for delivery

NOW! 6 BIG SALE DAYS

Monday... October 17
Tuesday... October 18
Wednesday... October 19
Thursday... October 20
Friday... October 21
Saturday... October 22

YOU GET TWICE AS MUCH

REXALL 1¢

AT REXALL DRUG



REXALL ASPIRIN

No finer, faster-acting aspirin made. 100, 5-grain.

Reg. 54¢ **2 for 55¢**



REXALL PRO-CAP PLASTIC ADHESIVE TAPE

Needs no cutter. Waterproof, flesh-colored and flexible. Famous Rexall Pro-Cap adhesive sticks better, stays put even when wet. 1/2 inch by 5 yards. Buy now, save!

Reg. 29¢

2 for 30¢



REXALL Mi-31 ANTISEPTIC

Reg. 79¢

2 for 80¢

Amber-color mouthwash, breath deodorant, gargle, and multi-purpose antiseptic. Full pint bottles. Stock up now!

SAVE ON THESE FAMILY REMEDIES



☐ **Rexall Alco-Rex Rub.** A cooling, invigorating refresher for all rubdown purposes. Soothes muscular aches caused by over-exertion. Pint, 49¢. **2 for 50¢**

☐ **Rexall Monacet Tablets** for headache. Aspirin, phenacetin and caffeine for quick, prolonged relief. 25, now **2 for 34¢**; 100, **2 for 80¢**



☐ **Rexall Foot Powder** relieves tired, tender, burning feet. Absorbs perspiration, destroys odor, helps reduce friction and prevent irritation. 4 oz. **2 for 40¢**

☐ **Rexall Rex-Salvane** for burns. Antiseptic salve soothes minor burns, scalds, scratches and cuts. Relieves surface pain, inhibits germ growth. 1 1/2 oz., **2 for 58¢**



☐ **Rexall Rex-Salvane, Aerosol.** Like above but packaged in a push-button Aerosol can for more convenient use. 5 oz., **2 for \$1.40**

☐ **Rexall Antacid Gas Tablets** neutralize excess stomach acidity, ease gastric distress, and flatulence. Combine three proven ingredients for 3-stage relief that is both prompt and prolonged. Bottle of 40, 39¢, **2 for 40¢**

☐ **Rexall Eudicaine Ointment For Itching Skin Irritations.** Especially useful in cases of stubborn diaper rash. Antiseptic and analgesic. 1-oz. tube, reg. 59¢, now **2 for 60¢**

☐ **Rexall Fungi-Rex For Athlete's Foot.** Gives fast, effective relief from itching discomfort. Greaseless salve, 1 1/2-oz. tube, 75¢ **2 for 76¢**; 4-oz. Aerosol, \$1.59, **2 for \$1.60**

☐ **Rexall Corn Solvent.** Painless corn remover. 1/2-oz. bottle, 35¢, now **2 for 36¢**

☐ **Rexall White Liniment** for muscular aches, pains and stiffness caused by over-exertion or exposure. 4 oz., 39¢, **2 for 40¢**

ELITE LINEN POUND PAPER

Your choice: boxes of 50 sheets of paper or 50 matching envelopes.

Reg. 85¢ boxes

2 for 86¢



LAVENDER SHAVE CREAM

Reg. 59¢

Mentholated—makes lots of lather. Choose 3 1/4-oz. brushless or 3 1/2-oz. lather type. Stock up now!

2 for 60¢



BATH POWDERS

Adrienne, Lavender or Garden Spice

Choose your favorite fragrance of a delightful after-bath refresher. Stock up during sale!

Reg. \$1.50

2 for \$1.51



SUPER SPECIALS! NOT 1¢ SALE ITEMS



PLUSH BEAR

Lovable 15" cuddle bear with flirty eyes, big red bow.

\$2.95 Value Now **\$1.67**



BABY DOLL

24"; cries, sleeps!

\$5.95 Value Now **\$3.77**

ELECTREX HEATING PAD

Save \$1.80! It's wet-proof, 3-speed; has green flannel cover.

\$5.49 Value, Now **\$3.69**



CHRISTMAS TREE LIGHTS

7-light set complete with bulbs, clips, add-on plug.

\$2.35 Value Now **\$1.69**

8-Light Bubble Set. Colorful "bubbling candles," \$2.75, now **\$1.79**



LETTERS AND NOTES

100 ultra-white sheets with 100 matching envelopes in jumbo box. Save \$1.52!

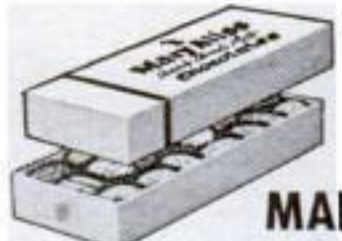
\$2.50 Value Now **98¢**



CLIFTON FEVER THERMOMETER

Accurate and easy-to-read. Choose from oral or rectal types, each in plastic case.

\$1.35 Value Now **77¢**



MARY ALISS ASSORTED CHOCOLATES

Choice centers covered with rich dark or milk chocolate.

2 lb. \$2.50 Value Now **\$1.59**

\$50,000 Chocolate Syrup. Highest quality; dessert treat. 7-oz. cans, **2 for 29¢**

Honey & Horehound Drops. Old-time favorites! Full lb. bags, now **2 for 66¢**

Miniature Assorted Milk Chocolates, 1/2-lb. boxes, now just... **2 for 89¢**

☐ **Christmas Tree Icicles,** 60 long lead foil strands. Buy early and save!... **2 for 13¢**

☐ **Air Refresher,** 5-oz. Aerosol. Quickly counteracts kitchen odors, smoky atmosphere, etc. with fresh aroma... **2 for \$1.29**

☐ **Moth Fume Crystals,** pound... **2 for 80¢**

☐ **Rexall Ammoniated Toothpaste,** sweetens breath, leaves mouth refreshed. No "ammoniated after-taste"... **2 for 61¢**

☐ **Rexall Milk Of Magnesia Tablets,** for relief of acid-upset stomach and constipation. 36 in pocket-size tin. Now... **2 for 29¢**

☐ **Cannon Dry-Fast Dish Cloth.** **2 for 27¢**

☐ **Cannon Dry-Fast Dish Towel.** Made of long-wearing, lint-free cotton... **2 for 49¢**

☐ **Golden Wand Lint Brush.**... **2 for \$1.51**

☐ **Leather Key Case.** Genuine leather in smart finishes and colors with snap-over fastener and 6 key hooks. Now... **2 for 30¢**

☐ **Pocket Knife.** Hand-edged, high carbon steel blades. Choice of style and handle, each 3" to 3 1/4" in length. Now... **2 for 80¢**

☐ **Scout Flashlight Battery,** leakproof, standard size. A 15¢ value, now... **2 for 21¢**

☐ **Men's Nylon Stretch Socks.** Fit all sizes from 9 1/2 to 14. In your choice of assorted patterns and colors. 98¢, now **2 pairs \$1.39**

☐ **Nylon Stretch Bobby Socks.** For misses and ladies. Fit all sizes from 7 to 11. In a wide choice of all popular dark or pastel solid colors. 79¢, now... **2 pairs \$1.01**

☐ **Cannon Dry-Fast Turkish Towel,** thick, heavy terry cloth; popular 20"x40" size in choice of lovely colors. Now... **2 for 99¢**

☐ **Cannon Dry-Fast Wash Cloth,** 12" square in colors to match towels above... **2 for 29¢**

Rexall drug products are guaranteed to give satisfaction or your money back

FOR ONE PENNY MORE

SALE

STORES EVERYWHERE

EVERY ITEM
IN THIS SALE
IS REGULAR
GUARANTEED
REXALL
MERCHANDISE

Use this ad as your shopping list and order in advance if you wish. Your Rexall Drug-gist will gladly lay away your order to be picked up any time during Rexall 1¢ Sale.

REXALL PANOVITE WITH MINERALS

Reg. \$4.95
2 for \$4.96

One daily capsule supplies more than your minimum daily requirement of vitamins A, D, B₁, B₂ and C, plus B₆, B₁₂, calcium pantothenate, niacinamide and 11 important minerals — including iodine and iron. Bottles of 100 capsules. Stock up!



REXALL RUBBING ALCOHOL

Reg. 69¢
2 for 70¢

For quick relief of sore, aching muscles due to over-exertion or exposure. Refreshing, stimulating. Full pints.



REXALL GLYCERIN SUPPOSITORIES

Reg. 43¢
2 for 44¢

Two types — children's and adults'. Firm, yet pliable. Bottles of 12. Stock up now and save.

KLENZO TOOTHBRUSHES

Fine quality nylon-bristled brushes in your choice of several colors, medically-approved styles.

Reg. 39¢ **2 for 40¢**

CASCADE CHRISTMAS CARDS

20 different, colorful cards.

Reg. 60¢ **2 for 61¢**

De Luxe Christmas Cards. 20 exquisite, extra-large cards. Regularly \$1.19... **2 for \$1.20**



...BUT VALUES TOO GOOD TO MISS!

Coffee Patties, 1/2 pound... **2 for 76¢**
English Rum and Butter Toffee, 7-oz. window boxes, now just... **2 for 50¢**
Bag O'35 Pops, now just... **2 for 49¢**
Vanilla Fudge Cups. 15... **2 for 59¢**



CHOCOLATE PEPPERMINT PATTIES

7-oz. boxes
Now **2 for 76¢**

Refreshing creamy mints coated with fine bittersweet chocolate.

Chocolate-Covered Coconut, Butterscotch Cream Patties, 7-oz. boxes, now just **2 for 76¢**



Pr., \$1.09 Value
Now

2 pairs \$1.51

SPUNTEX NYLON HOSIERY

51 gauge, 15 denier—plain or dark seams. New, lovely shades. 60 Gauge, 15 Denier, Pair \$1.29 value, now... **2 pairs \$1.76**



MEDFORD FACIAL TISSUES

White—soft, yet strong. Stock up ahead and save.

2 boxes of 300 39¢



REXALL pH7 TOOTHPASTE

Now **3 giant tubes 89¢**

With anti-enzyme factor. Choose with or without chlorophyll.



REXALL MINERAL OIL

Gentle laxative action. Non-fattening.

Pint, 85¢ Value
Now **2 for 86¢**
Quart, \$1.25... **2 for \$1.26**



REXALL PLASTIC QUIK-BANDS

Flexible adhesive bandages. Plain or mercurochrome.

- Rexall Rex-Seltzer, effervescent alkalizer tablets relieve acid-indigestion, simple headaches and discomfort of colds, neuralgia and minor muscular aches and pains. 25-tablet bottles, now... **2 for 59¢**
- Rexall Aga-Rex, mineral oil laxative with phenolphthalein. Pleasant-tasting, effective, non-fattening. Pints, now... **2 for \$1.11**
- Rexall Camphorated Oil, excellent chest rub and counter-irritant for sprains, bruises, stiff aching muscles due to fatigue or exposure. 4-oz. bottles, now... **2 for 60¢**

- Rexall Boric Acid Ointment. Protective application and healing aid for cuts, chafing or minor burns. 1-oz. tubes, **2 for 32¢**
- Rexall Zinc Oxide Ointment helps promote healing of chapped, chafed or irritated skin or minor burns. Soothing and protective. 1-oz. tubes... **2 for 30¢**
- Rexall Epsom Salt. For temporary relief from ordinary constipation. 25% solution makes an effective wet dressing for relief from minor skin irritations, burns and bee stings. Pound boxes, now... **2 for 46¢**

- Rexall B-Complex Capsules, valuable diet supplement in conditions due to a deficiency of Vitamin B. Contains important vitamin B factors plus calcium pantothenate. Bottles of 100... **2 for \$2.60**
- Rexall Tiny Tot Baby Oil, 6 oz.; or Lotion, 6 oz.; or Cream, 2 oz... **2 for 58¢**
- Cascade Filler Paper, 180-sheet packs. Wide or narrow-ruled; 5-hole punch to fit 2- or 3-ring binders. 50¢ value... **2 for 79¢**
- Playing Cards, single decks for bridge, poker or pinochle, now... **2 for 96¢**

STOCK UP ON THESE FAMILY REMEDIES



□ Rexall Rex-Rub helps relieve muscular aches and pains caused by over-exertion and exposure. Stimulating, greaseless solution. 6-oz. bottle, 89¢, **2 for 90¢**

□ Rexall Chlorophyll Mouthwash has foaming action that gets where your toothbrush can't. Sweetens breath. Pint, 79¢, now **2 for 80¢**



□ Rexall Eyelo Eyewash soothes, cools and cleanses. Reduces irritation caused by wind, dust and bright sun. With unbreakable eye-cup. 1/2 pint, 69¢, **2 for 70¢**

□ Rexall Petrofol mineral oil laxative. Gentle, tasteless and non-habit forming; mechanical action relieves constipation quickly. Pint, **2 for 60¢**



□ Rexall Aspirin, 5 grain. No faster-acting aspirin made. Bottle of 36, 27¢, **2 for 28¢**

□ Rexall Mucilloid Bulk Laxative. Gentle, effective, non-irritating. Provides both bulk and lubrication for relief of temporary constipation. Pound, \$2.79, now... **2 for \$2.80**

□ Rexall Beef, Wine & Iron Tonic stimulates the appetite, tends to increase red blood cells in simple nutritional anemia. Pint, regularly \$1.50, now... **2 for \$1.51**

□ Rexall Gypsy Cream For Irritated Skin. A soothing, protective lotion that gives quick, effective relief from the discomfort of sunburn and other minor skin irritations. Contains no grease, so can't stain clothes. 1/2 pint, regularly 69¢, now... **2 for 70¢**

□ Rexall Sweet'n-ets Sprinkle sugar substitute gives all of the taste, none of the calories. 2 1/4-oz. sprinkle-top shaker contains the equivalent of 200 teaspoonsful of sugar. Regularly 65¢, now... **2 for 66¢**

FOR COUGHS AND COLDS



□ Rexall Rexillana For Coughs. Highly effective in relieving dryness, tickling and discomfort of coughs due to colds. 4 oz., regularly 59¢, now... **2 for 60¢**

□ Rexall Aspirex Cough Drops. Contain aspirin to relieve pain of minor throat irritations and distress of coughs due to colds. 15¢... **2 for 16¢**



□ Rexall Antihistamine Tablets For Colds. Give quick relief from the sneezing and misery of colds and hay fever. 15, **2 for 50¢**

□ Rexall Special Cold Tablets. Quickly relieve nose and throat irritation and help reduce fever of colds. Proven formula contains a gentle laxative. 30, 39¢, **2 for 40¢**

□ Rexall Aqueous Nose Drops. Quickly relieve nasal congestion. 1 oz., 49¢... **2 for 50¢**

□ Rexall Mi-31 Throat Tablets. Relieve irritation. Antiseptic. 24, 25¢, now... **2 for 26¢**

□ Rexall Cherry Bark Cough Syrup. Soothes minor bronchial irritation, relieves coughs due to colds. 1/2-pint bottle, regularly 89¢, now, during sale... **2 for 90¢**

TURN THE PAGE FOR
MORE **1¢** SALE
BARGAINS

Rexall

You can depend on any drug product that bears the name Rexall

STATIONERY SAVINGS



- **1. Satin Stripe Stationery.** New pastel blue paper with faint watermark stripe. 48 single sheets and 24 matching envelopes, regularly \$1.00, now..... **2 for \$1.01**
- **2. Parchment Notes.** High quality, distinctive paper with dainty gold and blue design. 20 french-fold notes, 20 envelopes, regular \$1.00 box, now..... **2 for \$1.01**
- **Needlepoint Stationery.** Has full color picture top of needlepoint design. 72 large sheets, 36 envelopes, reg. \$1.50, **2 for \$1.51**
- **Embassy Boxed Stationery.** 24 sheets have dainty embassy crest; 12 plain sheets with 24 matching env. \$1.00, **2 for \$1.01**
- **White Mist Parchment.** New Sno White Parchment paper. You get 30 large Forsythe sheets, 24 envelopes. Reg. \$1.00, **2 for \$1.01**
- **Scalloped Gold Stationery.** White vellum, with die-cut scallop effect, gold-bordered edges. 36 sheets, 24 envelopes, **2 for \$1.01**
- **Tradition Linen.** Rich, extra-heavy, large white paper—60 sheets, 36 envelopes, in gift box. Regularly \$1.50, now.... **2 for \$1.51**
- **Fashion Flair Stationery.** Edges and envelope flaps have fashionable red plaid trim. 36 sheets, 24 envelopes... **2 for \$1.01**
- **Speedlines, Air Mail.** 80 white sheets; 30 envelopes with printed lining. Airmail stickers included. \$1.00 box, **2 for \$1.01**
- **Royalton Writing Paper.** Distinctive white paper with faint watermark. 20 single sheets, 20 envelopes, smartly boxed. Regularly 85¢, now..... **2 for 86¢**
- **Little Friends Notes.** Box of 12 notes, all different, gold-treated and lithographed in 6 colors on white vellum paper, 12 envelopes. Regularly 60¢, now..... **2 for 61¢**
- **3. Cascade Retractable Ball Pen,** with chromed satin finish and new streamlined features found on more expensive pens. Regularly \$1.89, now..... **2 for \$1.90**
- **4. Elite Linen Tablets.** Ruled or unruled linen-finish paper in choice of note-size or letter-size pads. Reg. 25¢ tablets, **2 for 26¢**
- **5. Elite Linen Envelopes.** Social size, to match above paper. Reg. 25¢.... **2 for 26¢**
- **Continental Sketches.** New! Beautifully illustrated with world-famous points of interest from water color drawings. 24 French-fold notes and envelopes, \$1.00, **2 for \$1.01**
- **Shadowline Paper.** Popular new "shadowline" effect on fine quality white paper. 40 large flat sheets with 20 envelopes. Regular \$1.00 box, now..... **2 for \$1.01**
- **Woodland Notes.** New, original Woodland designs reproduced in delicate pastels. Box of 12 french-fold notes, 12 envelopes, regularly 60¢, now..... **2 for 61¢**
- **Retractable Ball Pen.** Quality pen in choice of smart colors; gold trim on cap or clip. New, non-smear ink. Uses BB refill. Regularly \$1.29 each, now.... **2 for \$1.30**
- **"All-In-One" Ball Pen Refill.** Fits more than 150 pens—including all leading brands. Choose blue, black, or red. Stock up! Regularly 49¢, now..... **2 for 50¢**
- **Cascade Lead Pencils.** Reg. 5¢.... **2 for 6¢**
- **Air Mail Tablet.** Cockle-finish onion skin, unruled. 6"x10". Regularly 25¢... **2 for 26¢**
- **Commercial Envelopes.** 6¾ size, white. Jumbo packs, regularly 10¢ and 25¢ each, during sale only, **2 for 11¢** and **2 for 26¢**
- **Commercial Envelopes, No. 10** (lg. size) white envelopes, reg. 15¢ packs... **2 for 16¢**

SHAVING NEEDS



- **1. Rexall Ready-Shave.** Push-button Aerosol. 10 oz., \$1.00..... **2 for \$1.01**
- **2. Rexall Shave Cream.** 2¾-oz. regular or 2½-oz. brushless. Reg. 43¢... **2 for 44¢**
- **Lavender Aerated Shave Cream.** Regular or menthol. 10-oz. Aerosol... **2 for \$1.01**
- **Lavender After-Shave Lotion.** Pleasant, brisk fragrance. 4 oz., reg. \$1, **2 for \$1.01**
- **3. Rexall Shaving Lotion.** Spicy, masculine fragrance. 6 oz., reg. 59¢... **2 for 60¢**
- **4. Klenzo Lather Brush.** Fine bristles cased with pure badger. \$2.50, **2 for \$2.51**
- **Rexall Bay Rum.** Bracing after-shave lotion. Pint, regularly 59¢..... **2 for 60¢**
- **Permedge Razor Blades.** 20 double or 18 single edge, reg. 49¢ pkgs. **2 for 50¢**

BEAUTY BUYS—STOCK UP NOW AND SAVE



- **1. Adrienne Sequoia Pine Soap** with lanolin. Box of 4 cakes, \$1.39... **2 for \$1.40**
- **2. Dainty Deodorant Cream.** Odorless anti-perspirant, 1½-oz. jar, 49¢... **2 for 50¢**
- **Lavender Soap with Lanolin.** Especially recommended for dry skin. Four 4½-oz. cakes, regularly \$1.39, now... **2 for \$1.40**
- **Adrienne Dry Skin Soap** with lanolin. Exceptionally mild soap. Box of 4 cakes, regularly \$1.39, now..... **2 for \$1.40**
- **Adrienne Rose Geranium Soap** with lanolin. Box of 4, reg. \$1.39... **2 for \$1.40**
- **Lavender Cologne Deodorant.** Fresh fragrance. 4 oz. Reg. \$1.00.... **2 for \$1.01**
- **Lavender Cologne Stick.** Light, dainty fragrance. Reg. \$1.25..... **2 for \$1.26**
- **Lavender Deodorant Talcum** with Hexachlorophene, 3½ oz., reg. 60¢... **2 for 61¢**
- **Adrienne Woody Cologne Stick,** new refreshing scent. Reg. \$1.25... **2 for \$1.26**
- **Adrienne Sequoia Pine Bath Oil.** Softens water. 6-oz. bottle, reg. \$1.00, **2 for \$1.01**
- **3. Dainty Deodorant Stick.** No waste, no muss. 2½ oz. Reg. \$1.00..... **2 for \$1.01**
- **4. Dainty Mist Spray Deodorant,** 1½-oz. plastic squeeze-bottle. Reg. 75¢, **2 for 76¢**
- **Dainty Deodorant Cologne.** Delicately scented. 3 oz., reg. \$1.00.... **2 for \$1.01**
- **Dainty Deodorant Powder,** after-bath refresher. 4-oz. can, reg. 60¢.... **2 for 61¢**
- **Adrienne Deodorant Lotion,** with light fragrance. Regularly \$1.00... **2 for \$1.01**
- **Mascal's Hand Lotion.** Smoothing, softening. Pint, regularly \$1.00.... **2 for \$1.01**
- **Ilasol Hand Lotion.** Non-sticky, fast-drying. 8-oz. bottle, regularly 89¢, **2 for 90¢**
- **Adrienne "All-Purpose Cream,"** 3½ oz.; **Cold Cream,** 3 oz.; **Cleansing Cream,** 3¼ oz.; or **Hand Cream,** 4¼ oz. Each, regularly \$1.00, now..... **2 for \$1.01**
- **"8480" Talcum.** Soft, fragrant, absorbent talc. 1 lb., regularly 75¢..... **2 for 76¢**
- **Velour Powder Puffs,** 3", 15¢, **2 for 16¢**
- **Foam Rubber Powder Puffs...** **2 for 11¢**
- **5. Adrienne Colognes.** Choice of Woody, Floral or Exotic Essence—each delightful, distinctive. Reg. \$1.25 ea.... **2 for \$1.26**
- **6. Adrienne Garden Spice Cologne Stick.** Garden fresh; subtle, spicy fragrance. 2½ oz., regularly \$1.25..... **2 for \$1.26**
- **Adrienne Garden Spice Cologne.** Same lovely fragrance for your dressing table. Regularly \$1.50..... **2 for \$1.51**
- **Adrienne Liquid Cleanser.** Deep, deep cleansing cream in new, neat liquid form. Regularly \$1.50, now..... **2 for \$1.51**
- **Adrienne "Magic Tone" Liquid Rouge.** Smooth one drop on each cheek with finger tips. Blends evenly for radiant, youthful glow. Regularly \$1.00, now... **2 for \$1.01**
- **Rexall Theatrical Cleansing or Cold Cream.** Favorites of the theatrical profession. 1-lb. jar, regularly \$1.25 each... **2 for \$1.26**
- **Rexall Antiseptic Deodorant Talc,** absorbs perspiration, helps prevent chafing. 9-oz. can, reg. 59¢..... **2 for 60¢**
- **7. Adrienne Perfumed Bubble Bath.** Box of 20 packets—4 each of 5 lovely fragrances. Softens water. Regular 75¢ box... **2 for 76¢**
- **8. Adrienne Indelo Lipsticks.** 6 flattering shades plus exciting "goes-with-all" Magic Red (the color adapts to your lips for perfect blend). Reg. \$1.00 each... **2 for \$1.01**
- **Indelo Lipbrush,** reg. 75¢, now **2 for 76¢**
- **Helen Cornell Bubble Bath.** Luxuriant, lasting bubbles. Reg. \$1.00.... **2 for \$1.01**
- **Helen Cornell Hormone Cream.** Contains 10,000 International Units natural estrogenic hormones per ounce. 2-oz. jar, regularly \$1.50, now..... **2 for \$1.51**
- **Adrienne Face Powder.** Choice of 4 shades in Regular or Compressed. Each, regularly \$1.00, now..... **2 for \$1.01**
- **Adrienne Powder Puffs.** Choose either: Compressed Puff, reg. 15¢, **2 for 16¢**; Velour Puff, reg. 25¢, **2 for 26¢**; or "Primpuffs," package of 6 puffs in assorted colors, regularly 10¢, now..... **2 for 11¢**

← Be sure to check preceding pages again — don't miss any bargains!

Important Note: GET TWICE AS MUCH FOR

The items listed in this advertisement are regular, guaranteed Rexall products—freshly stocked by Rexall Family Druggists for this great money-saving event. Only the increased volume resulting from the 1¢ Sale enables them to offer you such quality at such tremendous savings.

REXALL

AT REXALL DRUG STORES

FAMILY NEEDS



- **1. Atomizer** for perfume or cologne. Lovely, rich colors with 24K gold-plated metal trim. Gift-boxed. \$1.50, **2 for \$1.51**
- **2. Victoria Hot Water Bottle.** Standard 2-qt. capacity, red. \$2.69.... **2 for \$2.70**
- **Victoria Hot Water Bottle.** 2-heat type, one side smooth, the other finned. Red, high quality rubber; molded in one piece. Regularly \$3.19 each, now.... **2 for \$3.20**
- **Victoria Syringes.** 2-qt. fountain, \$3.00, **2 for \$3.01**; combination... **2 for \$3.60**
- **Columbia Household Gloves,** natural latex, non-slip finish. Reg. 69¢, **2 for 70¢**
- **Plastic Shower Cap.** Reg. 29¢, **2 for 30¢**
- **Klenzo "Cellulite" Sponge,** extra-rugged for scrubbing, dishes, etc. Choice of 4 smart colors. Regularly 35¢ each.... **2 for 36¢**
- **Rex-Ray 9-Ft. Extension Cord.** 3-way tap. Brown or white. Reg. 79¢.... **2 for 80¢**
- **Elkays Wickstyle Household Deodorant.** Pleasant-scented. 6 oz., 59¢.... **2 for 60¢**
- **Mothproofers,** 12-oz. Aerosol, **2 for \$1.96**
- **Monreale Olive Oil,** finest quality, imported—for cooking, dressings, etc. 12-oz. bottle, reg. \$1.19, now..... **2 for \$1.20**
- **Ash Tray,** bean bag type, \$1.00, **2 for \$1.01**
- **Shoe Laces,** Trim-Tie, 27" long; black, brown or white. Reg. 10¢ pair... **2 for 11¢**
- **Key Chain.** Gold color, watch-fob type with novel "old time" decoration, 98¢, **2 for 99¢**
- **3. Rexall No. 6 Pine Oil Disinfectant** deodorizes, cleans, disinfects—all at once. Economical (use one gallon water to 4 tablespoons disinfectant). Non-corrosive, non-caustic when used as directed. Pint bottle, regularly \$1.19..... **2 for \$1.20**
- **Flashlight,** 2-cell with chrome plated steel case. 3-way switch. Reg. 89¢.... **2 for 90¢**
- **Men's Leather Watch Straps** by Hamilton. Pigskin or calfskin, reg. \$1.00, **2 for \$1.01**
- **Sportsman Pipe.** Imported briar; choice of finish, regularly \$1.00.... **2 for \$1.01**
- **Klenzo Nylon Bath Brush.** Extra-soft nylon bristles; lustrous plastic back and handle. Regularly \$1.50..... **2 for \$1.51**
- **Klenzo Nylon Hand Brush.** Sturdy nylon bristles. Regularly 50¢, now.... **2 for 51¢**
- **Klenzo Nylon Military Hair Brush.** Fine, long-lasting bristles, reg. \$2.00, **2 for \$2.01**
- **"8480" Emery Boards.** Strong, flexible. Regular 15¢ packs of 10, now.... **2 for 16¢**
- **"8480" Nail Clipper,** Reg. 49¢, **2 for 50¢**
- **"8480" Tweezers.** Shiny forged steel in 3 styles. Regular 25¢ each..... **2 for 26¢**
- **Pocket Lighter,** reg. \$1.98.... **2 for \$1.99**
- **York Plastic Billfolds,** men's, women's; smart styles, colors. Reg. \$1.00, **2 for \$1.01**
- **Safety Pins,** reg. 10¢ bunch... **2 for 11¢**
- **Tiny Tot Lollipops,** cluster of 6. Assorted flavors, safety handles. Reg. 10¢, **2 for 11¢**
- **Men's White Handkerchiefs...** **2 for 26¢**

CHRISTMAS WRAPS

- **Wide Rayon Ribbons.** 5/8" x 15 yds. in colors, some striped, reg. 25¢... **2 for 26¢**
- **Deluxe Christmas Gift Paper.** Fine quality papers with high-styled holiday designs. Package of two big 20" x 30" sheets, regularly 25¢ each, now..... **2 for 26¢**
- **Aluminum Foil Gift Wrap.** Choice of colorful designs. 20"x70" roll, **2 for 51¢**
- **Curling Tie Ribbon,** 25¢, Christmas colors... **2 for 26¢**
- **Rayon Ribbon Hanks,** 9 ft. each, regularly 10¢, now.... **2 for 11¢**
- **Seals, Tags, Cards,** reg. 10¢... **2 for 11¢**

A PENNY MORE SALE EVERYWHERE

NOW! 6 BIG SALE DAYS

MONDAY OCTOBER 17
TUESDAY OCTOBER 18
WEDNESDAY OCTOBER 19
THURSDAY OCTOBER 20
FRIDAY OCTOBER 21
SATURDAY OCTOBER 22

HAIR GROOMING NEEDS



- 1. Combs in every size and style. Now, 2 for 11¢, 2 for 20¢, 2 for 26¢, 2 for 30¢
- 2. Lavender Shampoo. 6 oz., 2 for \$1.01
- Helen Cornell Shampoo. 4-oz. jar Cream Shampoo or 8-oz. bottle Liquid or Coconut Oil Shampoo. Reg 98¢, now... 2 for 99¢

FOR MEN

- Rexall Antiseptic Hair Tonic. Helps control dandruff. 5 oz., 69¢, now... 2 for 70¢
- Lavender Cream Hair Tonic with Lanolin. Non-drying. 6 oz., 1.00, now... 2 for \$1.01
- Lavender Hair Dressing. 4 oz., 2 for 76¢
- Lavender Hair Oil. 6 oz., \$1.20, 2 for \$1.01
- Rexall Hair Oil. 5 oz., 49¢, now 2 for 50¢

FOR WOMEN

- 3. "Stardust" Professional Hair Brush. Nylon bristles in colorful back, 2 for \$2.01
- Helen Cornell Hair Nets. Snug fit, choice of 7 shades. Reg. 10¢, now... 2 for 11¢
- Helen Cornell Hair Rinse. 8 oz., 2 for 99¢
- Rexall Peroxide of Hydrogen, 6%, 20 volume. 4-ounce bottle, 21¢, now 2 for 22¢
- Helen Cornell Hair Bandeau, 2 for 40¢
- Klenzo Hair Brushes, half-round, professional, club styles. Reg. \$1.00, 2 for \$1.01
- Klenzo Purse-Size Hair Brush. Glossy nylon bristles. Reg. \$1.00, now... 2 for \$1.01

DENTAL NEEDS



- 1. Klenzo Dental Plate Brush. Choice of colors, white nylon bristles. 59¢, 2 for 60¢
- 2. Rexall Dental Floss in acetate vial with cutting edge. 30 yds. 25¢, now... 2 for 26¢
- Rexall Denture Adhesive Powder. Non-irritating. 3-oz. can, reg. 60¢, now 2 for 61¢
- 3. Rexall Milk of Magnesia Toothpaste. Neutralizes mouth acids, has calcium carbonate to provide fast, safe polishing action. 3 3/4 oz., 2 for 40¢; 5 1/2 oz., 49¢... 2 for 50¢
- Rexall Dental Plate Cleaner. 4 oz., 2 for 61¢; 7 1/2-oz. self-acting type, now 2 for 70¢

Helen Cornell Bobby Pins Black or bronze. Cards of 24 regular or 18 rubber-tipped, reg. 10¢ each. Now 2 for 11¢

Rexall Saccharin Tablets No unpleasant after-taste. Each 1/2-gr. tablet equals tsp. sugar. 1,000, \$1.26... 2 for \$1.27

Christmas Gift Wraps Your choice of several colorful holiday designs. In packs of two 20" x 30" sheets. 10¢, 2 for 11¢

Rexall Shampoo One shampoo the whole family will like. Floats away loose dirt and dandruff, leaves hair sparkling. 5oz., 59¢, 2 for 60¢

Adrienne Liquid Lanolin Nature's own softener, conditioner for your skin, hair and scalp. 4 oz., reg. \$1.50, 2 for \$1.51

SAVE NOW ON THESE FAMILY MEDICINE CHEST NEEDS



- 1. Rexall Klenzo Antiseptic. Ruby-red antiseptic mouthwash, gargle, and breath sweetener. Full pint, reg. 79¢, 2 for 80¢
- 2. Rexall Skin Antiseptic. First aid dressing for cuts, scratches. 1 oz., 33¢, 2 for 34¢
- Rexall Witch Hazel. Facial astringent and after-shave lotion. Pt., 57¢... 2 for 58¢
- Rexall Cold Sore Lotion. 1/4 oz., 2 for 30¢
- Rexall Soda Mint Tablets soothe acid-upset stomach. 140, reg. 35¢, now 2 for 36¢
- Rexall Lip Aid Salve relieves dryness, cracking. 1/4 oz., reg. 39¢, now 2 for 40¢
- Rexall Mentholated White Pine and Tar Cough Syrup. 1/2 pint, reg. 79¢, 2 for 80¢
- Rexall Mercurochrome. 1/2 oz., 2 for 26¢
- Rexall Boric Acid. Powder or crystals. 4 ounces, regularly 33¢ each, now 2 for 34¢
- Rexall Boric Acid Solution. 4-ounce bottle, regularly 25¢, now... 2 for 26¢
- Rexall Tincture Benzoin Compound. For relief of minor irritations of bronchial tubes and larynx. 1 oz., 39¢, now... 2 for 40¢
- 3. Rexall Milk Of Magnesia relieves temporary constipation, indigestion caused by excess acidity. Pint, reg. 43¢, now 2 for 44¢
- 4. Rexall Tincture Iodine. 1 oz., 2 for 34¢
- Rexall Glycerin and Rose Water. Softens and soothes chapped skin, protects from wind, weather. 4 oz., 47¢... 2 for 48¢
- Rexall Cotton Squares. Box of 40 pads, 2 by 2 inches. Regularly 23¢, now 2 for 24¢
- Rexall Analgesic Balm. Quickly relieves sore aching muscles caused by over-exertion or exposure. 1 oz., reg. 65¢, 2 for 66¢
- Rexall Tincture of Green Soap. An excellent soap, shampoo. 1/2 pt., 69¢, 2 for 70¢
- Rexall Lanolin. Soothes tender, chapped skin. 1 oz., regularly 29¢, now 2 for 30¢
- Rexall Spirits of Ammonia. Quick first aid for fainting. 1 oz., reg. 25¢, 2 for 26¢
- Rexall Spirits of Camphor. 1 oz., 2 for 36¢
- Rexall Essence of Peppermint. Soothes upset stomach. 1 oz., 45¢... 2 for 46¢
- 5. Rexall Quik-Snips. Tiny adhesive bandages for small cuts. 36, 39¢... 2 for 40¢
- 6. Rexall Pro-Cap Adhesive Tape. Waterproof. 1/2" x 10 yds. or 1" x 5 yds., 2 for 40¢; or Tri-Wide - 3 widths on one spool. Each spool regularly 59¢, now... 2 for 60¢
- Rexall Children's Aspirin. Guaranteed 1 gr. dose, flavored. 50, 35¢, now... 2 for 36¢
- Rexall Fluid Extract Cascara, Aromatic. Laxative tonic. 4 oz., reg. 89¢, 2 for 90¢
- Rexall Little Pills promptly relieve temporary constipation. 100, 45¢, now 2 for 46¢
- Rexall Castor Oil relieves constipation. 3-oz. bottle, regularly 45¢, now... 2 for 46¢
- Rexall Cascara Sagrada Tablets. Mild laxative. 5 gr., 100, reg. 95¢, now 2 for 96¢
- Hinkle's Cascara Compound Pills. Laxative. Bottle of 100, reg. 59¢, now 2 for 60¢
- Rexall Toothache Drops. 1/4 oz., 2 for 36¢
- Rexall Glycerin. 3 oz., 67¢, now 2 for 68¢
- 7. Rexall Hygienic Powder. Makes an excellent cleansing lotion. 6 oz., 2 for 76¢
- 8. Rexall Peroxide Of Hydrogen. 3%, 10 volume. A cleansing solution for cuts, abrasions, etc. Often checks cold sores in early stages. Relieves itching discomfort of non-poisonous insect bites. Pt., 45¢... 2 for 46¢
- Rexall Saccharin Tablets. Bottles of 100: 1/4 gr., 2 for 36¢; 1/2 gr., 2 for 46¢. 1000: 1/4 gr., 2 for \$1.09; 1 gr. ... 2 for \$1.50
- Rexall Quick-Acting Plaster relieves minor muscular aches caused by over-exertion, exposure. Regularly 59¢, 2 for 60¢
- Rexall White Petrolatum. Salve for cuts, scratches. 1-oz. tube, reg. 24¢, 2 for 25¢

These suggested retail prices are effective October 17 through October 22 inclusive and are subject to Federal Excise Tax where applicable. Right reserved to limit quantities. Rexall Drug Company, Los Angeles 54, California.



You can depend on any drug product that bears the name Rexall

VITAMIN VALUES



- 1. Rexall Multi-Vitamin V-10 Tonic. Excellent appetite stimulant. Supplies 5 times M.D.A.R.* of iron, twice M.D.A.R. of vitamin B1 and M.D.A.R. of vitamins A, D and B2, taken as directed. Pt., \$1.98, 2 for \$1.99
- 2. Rexall Cod Liver Oil, High Potency. Valuable child's diet supplement. One teaspoonful has 1 1/2 times M.D.A.R.* of vitamins A & D. Full pt., reg. \$1.49, 2 for \$1.50
- Rexall 5X Multi-Vitamins. One tablet supplies 5 times M.D.A.R.* all vitamins with known minimums! 50... 2 for \$6.96
- Rexall Vitamin B12 Concentrate. 100 mcg. tablets, reg. \$2.30... 2 for \$2.31
- 100 5 mcg. capsules, \$1.40... 2 for \$1.41
- Rexall Thiamin Chloride (B1) Tablets. 5 mg. bottle of 100, 98¢, now... 2 for 99¢
- Rexall Thiamine Hydrochloride Tablets. 25 mg. 100, reg. \$2.98, now... 2 for \$2.99
- 3. Rexall Brewer's Yeast Tablets provide B1 and B2 at low cost. Bottle of 100, reg. 59¢, now 2 for 60¢; 250, 98¢... 2 for 99¢
- 4. Rexall Beta-Caps, Improved. Supplement diet with B Complex. 100, 2 for \$2.01
- Rexall Panovite Capsules. One a day provides more than M.D.A.R.* of vitamins B1, D, A, B2 and C, plus B6, niacinamide, calcium pantothenate. 100, \$3.10, 2 for \$3.11
- Rexall Percocod Tablets ("Vitamin Candy") for children. Two pleasant-tasting tablets a day supply more vitamin A and D than a teaspoonful of cod liver oil. Bottle of 110, regularly 98¢, now... 2 for 99¢
- Rexall Yeast and Iron Tablets. Recommended adult dosage supplies 7 times M.D.A.R.* of iron, plus valuable amounts of vitamins B1 and B2. Bottle of 100 tablets, regularly 75¢, now, during sale... 2 for 76¢



- 5. Rexall Dicalcium Phosphate capsules supplement the diet of expectant and nursing mothers. 3 capsules daily supply 1/3 M.D.A.R.* calcium, 1/3 M.D.A.R. phosphorus, and twice M.D.A.R. vitamin D2. 100, regularly \$1.24, now... 2 for \$1.25
- 6. Rexall Polycaps. One red capsule daily provides the minimum daily requirement of all vitamins ordinarily essential for children up to twelve years of age. Box of 72, regularly \$1.98, now... 2 for \$1.99
- 7. Rexall Polymulsion vitamin formula for babies. 4 oz., reg. \$1.15, 2 for \$1.16
- Pint bottle, reg. \$3.59 now... 2 for \$3.60
- 8. Rexall Ascorbic Acid Tablets. 100 mgms. 100, reg. \$1.98, now... 2 for \$1.99
- Rexall ABDC Capsules. Two a day supply 1 1/4 times M.D.A.R.* of vitamin A, twice M.D.A.R. of vitamin D, M.D.A.R. of vitamins B1 and B2, plus 10 mg. of niacinamide. 100 capsules, reg. \$1.59, now... 2 for \$1.60

*M.D.A.R.: Minimum Daily Adult Requirement

BUYS FOR BABIES



- 1. Rexall Stork Nurser. 8-oz. bottle, nipple and cap complete. Reg. 35¢, 2 for 36¢
- 2. Rexall Quik-Swabs. Cotton-tipped applicators—a nursery essential. 100, 2 for 36¢
- Hall's Baby Talc. Blend of the finest talc. 1 lb., regularly 75¢, now... 2 for 76¢
- Nylon Bottle Brush. Fine-textured bristles on strong wire handle. Reg. 25¢, 2 for 26¢
- 3. Rexall Cotton Balls. 65 sterilized, absorbent balls. Reg. 39¢... 2 for 40¢
- 4. Rexall Tiny Tot Aspirin. 100 half-grain, flavored tablets. Reg. 35¢... 2 for 36¢
- Rexall Baby Cough Syrup. Quickly relieves coughs due to colds. 3 oz., 2 for 40¢
- Rexall Castile Soap. Tiny Tot. Pure, mild! 3-oz. cake, reg. 19¢... 2 for 20¢

If you have baskets-full
of kids...

or if you
haven't



...you'll bless the **BENDIX DUOMATIC WASHER-DRYER**

This fabulous machine "mothers" you.

Even stays up nights to wash and dry your clothes while you sleep like a baby.

It's like having regular, constant, every-day laundry help. And you don't have to give the Duomatic lunch, or Thursdays off. You don't have to do anything but dump the clothes in and leave 'em ... to wash and dry all by themselves.

You'll "dress" the baby out of your Duomatic Junior's never out of diapers, because the Bendix Duomatic can take care of three dozen a day.

And, if you'll pardon us for growing up your family in a sentence ... the Duomatic also does a wonderful job of taking care of teen-agers. They need a lot of changes, too. But with the Duomatic to wash and dry while they're asleep, they *don't need* many clothes.



The steps you'll save ... and time!

The Duomatic does both your washing and the drying automatically ... in one continuous operation. Even if you had a separate washer and dryer, you'd still have to play nursemaid ... switching clothes from one machine to the other. But with the Duomatic, you're free as a bird.

The Duomatic gets clothes clean, clean, clean

The Bendix method of Tumble-Action plunges clothes deeper into suds ... 50 times a minute! Unfolds every piece. Rinses three separate times!

And drying is done with such loving care that manufacturers advise it even for Miracle Fabrics.

See the new 1956 Bendix Duomatic at your dealer's now. More convenient, handsomer than ever...available in both gas and electric models. Only Bendix gives you this choice.

134,001 homes love the Duomatic

New as it is, the Bendix Duomatic has been in use for two years or more in homes all over the country. You'll find it wonderful to live with, too. Put it anywhere ... in the kitchen, the utility room, even the bathroom. Although the Duomatic fits into just 36 inches of wall space, it is completely cushioned against vibration. The only combination unit that is.

Bendix prescribes *all* for best washing results

all never chokes up your washer with suds that slow down washing action. That's why a free box of *all* is packed in every new Bendix.



CROSLEY & BENDIX*

*These two great names are joined. Now the creative engineering that Crosley brings to America's aircraft and electronic development is yours in every Crosley & Bendix home appliance. There could be no higher standard of quality.

BENDIX HOME APPLIANCE DIVISION of AVCO Manufacturing Corporation, Cincinnati 25, Ohio

In Canada, Crosley and Bendix Home Appliances are manufactured and distributed by Moffats Limited, Weston, Ontario

BENDIX DUOMATIC

WASHER-DRYER all-in-one



NETLOAD OF DESERT SHRIMP, TWICE LIFE-SIZE, INCLUDES MOSTLY FAIRY SHRIMP WITH TADPOLE SHRIMP (CENTER) AND CLAM SHRIMP (PELLET, TOP RIGHT)

A FISHY CATCH IN DRY DESERT

Mojave spawns a host of shrimp

When the first big cloudburst in 25 years flooded Bicycle Dry Lake in California's Mojave Desert, observers were amazed to see it seethe with life. Dr. James Welsh, a Los Angeles City and State College biologist, soon found the reason. The newly formed lake was teeming with several kinds of fresh-water shrimp (*above*), whose eggs had been hatched, about four million of them, by the flood.

How the eggs could have survived in the desert was no mystery; they can hatch after

years of dry storage. But how so many got there is a question. Likeliest answer is that they were carried 50 miles from the nearest large fresh-water source by the wind. Then, in the occasional floods of past years, successive generations had hatched and lived just long enough before the lake bed dried out again to lay eggs—up to 500 apiece. The eggs, multiplying many hundredfold with each flooded generation, lay dormant in the mud for years until another rain roused them to life.

Stretch, Stoop, Squat, Stand!

Lee Clothes are cut, not to save cloth, but to curve and move with your body!

◀ **FIT FOR ACTION!** Stretch—Lee Chetopa Twills *stay* trim looking. Scientifically Tailored Sizes to fit your build properly.



STOOP—You work in freedom, because Lee Chetopa Twills won't bind, ever! Sanforized, too, to stay comfortable.



SQUAT—You're *comfortable!* Full U-shaped crotch prevents binding, permits bending—yet always looks neat.



STAND—You *look* better in Chetopa Twill Shirts and Pants. An exclusive Lee fabric, Chetopa Twill *wears* longer, too!



Lee clothes FOR WORK AND PLAY

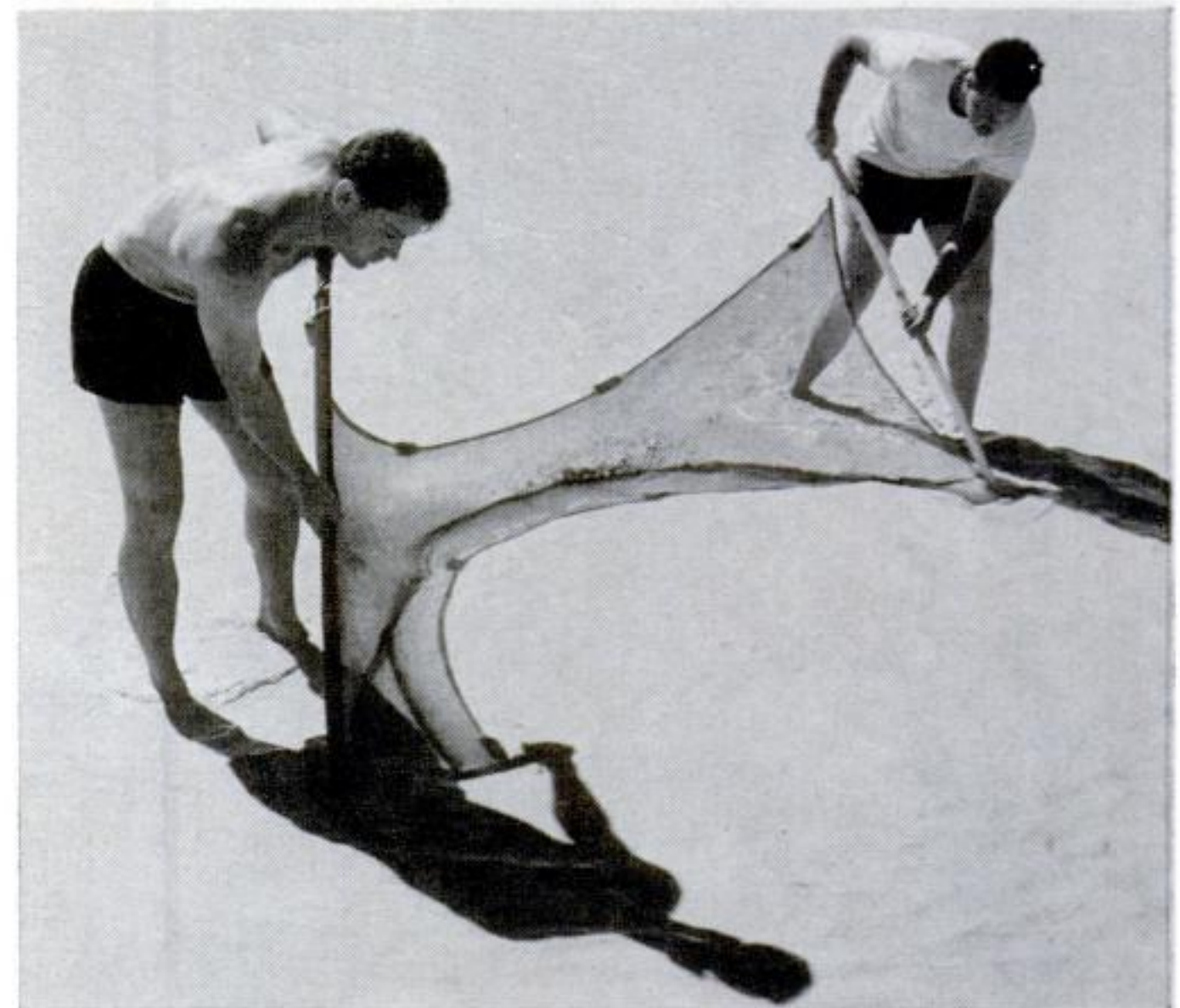
Every Lee Garment Union Made—Union Labeled

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THE H. D. LEE COMPANY, KANSAS CITY 8, MISSOURI



SOIL SAMPLES are hacked by Dr. Welsh from dry bed of another lake which got no rain. He wants to see whether they also contain shrimp eggs.



NETTING SHRIMP, Dr. Welsh (*right*) and colleague sweep up crustaceans by the thousand in Bicycle Dry Lake, which reached a depth of 18 inches.



CATCH IN A JAR consists mostly of females which laid their eggs and died. Water in lake reached 110°, a proper temperature for hatching out shrimp.



K681—MINT GREEN



K662—CHARCOAL



K682—ROSEWOOD



K656—GREEN



K667—CALCUTTA GREY



K668—CORAL



K669—CHARCOAL & PINK



K655—GREY



Each of the 13 patterns in "Jackstraw®" (Floor: Spark Red—#K657) gives you many beautifully coordinated colors to pick up in accessories. What's more, "Jackstraw" has a magic way of making small rooms look larger.

Gold Seal "Jackstraw" INLAID LINOLEUM

FILLS YOUR ROOMS WITH

"INLAID SUNLIGHT"

"Inlaid Sunlight" is Gold Seal's own exclusive way of building into inlaid linoleum lustrous colors that can keep your rooms bright and cheery during the grey winter days ahead... and for years and years to come.

And "Inlaid Sunlight" is just one of many reasons why, when you buy Gold Seal, you're buying the finest. Only Gold Seal Inlaid Linoleum gives you these 3 other exclusive features:

1. Patented SuperFlex* backing that saves

installation cost of extra lining felt. 2. Gold Seal guarantee of satisfaction or your money back. 3. Exclusive ABC Credit Plan that lets you buy the finest for as little as \$5 a month.

For inlaid linoleum that is more resilient, more comfortable, longer-wearing, smoother and easier to clean, see Gold Seal "Inlaid Sunlight" linoleum patterns at your Gold Seal dealer's. He's listed under "Linoleum" or "Floors" in your classified phone book.

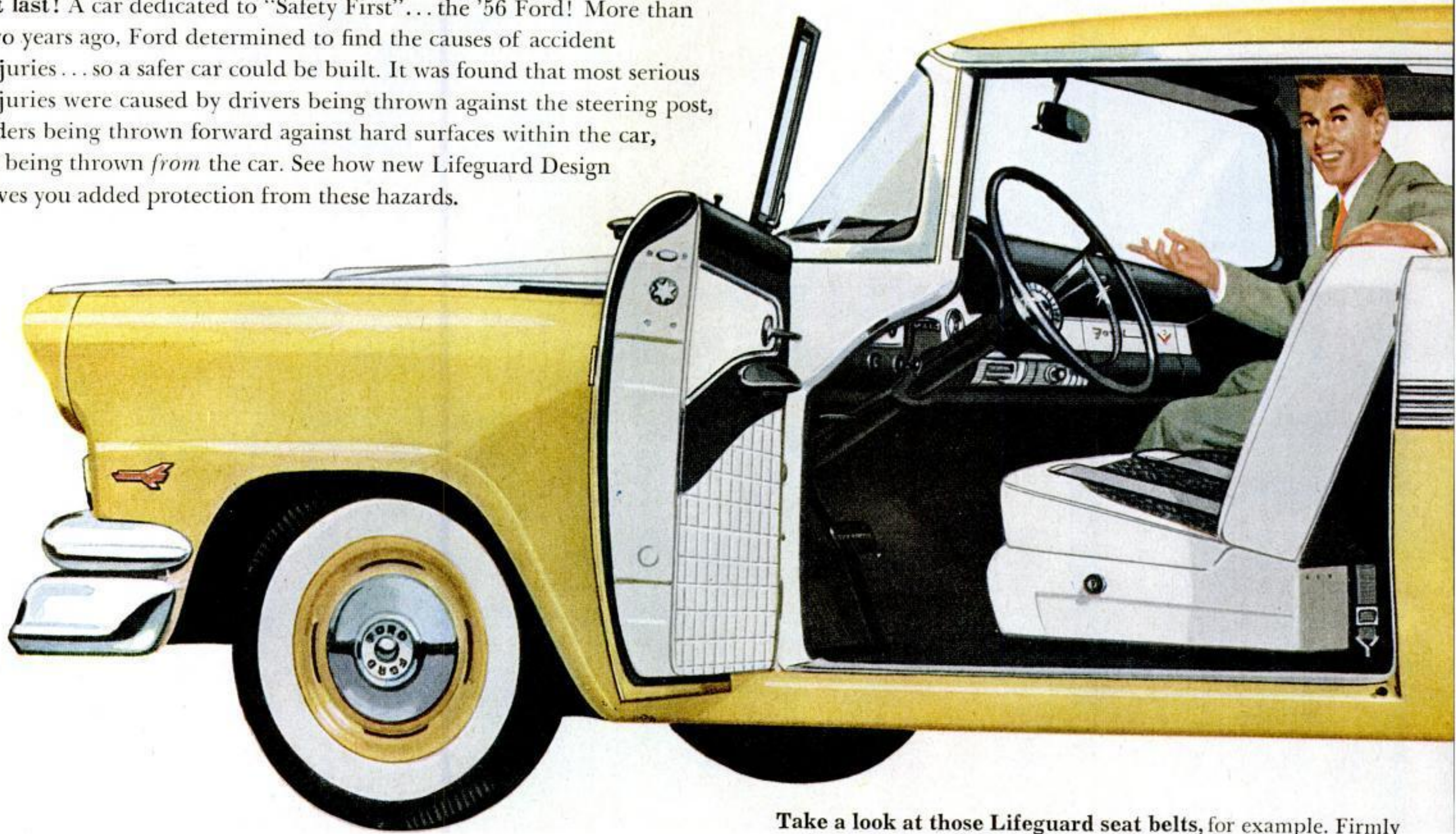
FOR HOME OR BUSINESS YOU GET THE FINEST CHOICE OF ALL IN...



*Trade-Mark Congoleum-Nairn Inc., Kearny, N. J. Copr. 1955

INLAID LINOLEUM • RANCHTILE® LINOLEUM • LINOLEUM, VINYL, VINYLBEST, RUBBER, CORK & ASPHALT TILES • CONGOLEUM® & CONGOWALL® ENAMEL-SURFACE FLOOR & WALL COVERINGS • VINYLFLOR • VINYLTOP

At last! A car dedicated to "Safety First"... the '56 Ford! More than two years ago, Ford determined to find the causes of accident injuries... so a safer car could be built. It was found that most serious injuries were caused by drivers being thrown against the steering post, riders being thrown forward against hard surfaces within the car, or being thrown *from* the car. See how new Lifeguard Design gives you added protection from these hazards.

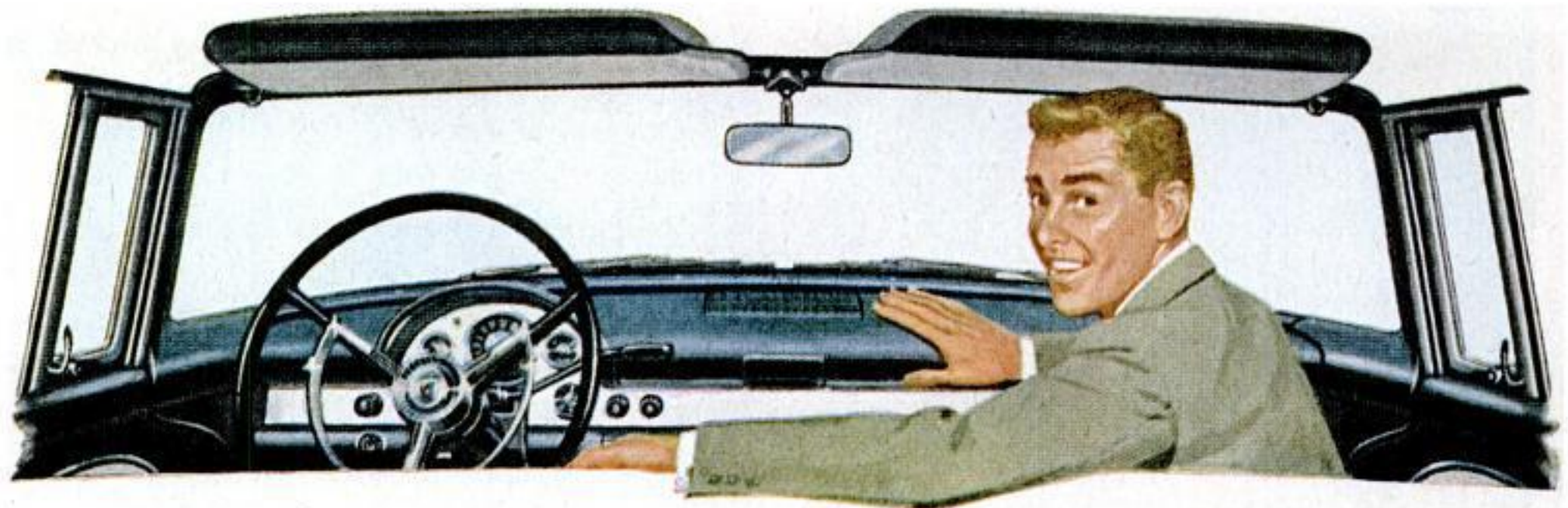


Take a look at those Lifeguard seat belts, for example. Firmly anchored to the floor, $\frac{1}{3}$ stronger than aircraft requirements, easily adjustable with one hand, these optional belts keep you and your passengers from being thrown from the seat in accidents.

Let's take a look at in the '56 FORD



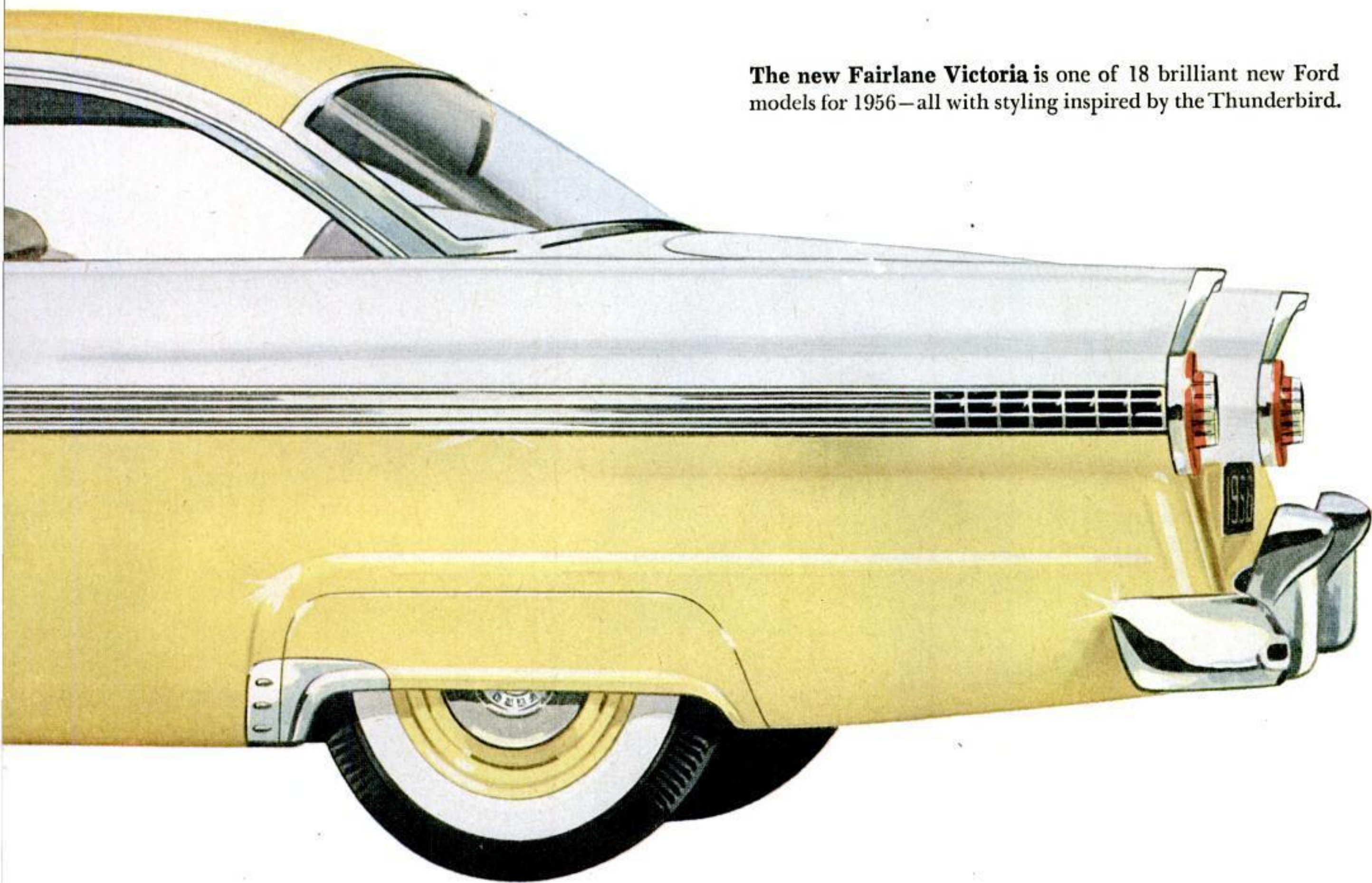
New Lifeguard steering wheel is mounted over 3 inches above the steering post. Its new deep-center construction acts as a cushion to provide extra protection from the post should you be thrown forward in a sudden stop. It's as good looking as it is practical...and it's standard in all models. But there are more ways in which Ford protects you.



New Lifeguard padded sun visors are optional in all '56 Fords. They are made of a special impact absorbing material similar to the padding available for the control panel. The two new visors cover practically the full width of the windshield header... give new protection against head injuries.

New Lifeguard padded instrument panel, offered in combination with Lifeguard sun visors, provides additional protection for front seat passengers. Tests show that a one-inch thickness of this padding material is so effective in absorbing impact that an egg can be dropped on it from a roof without breaking.

The new Fairlane Victoria is one of 18 brilliant new Ford models for 1956—all with styling inspired by the Thunderbird.



Lifeguard Design



New Lifeguard door locks, standard on all models, have a new double-grip locking engagement to reduce the possibility of doors springing open even under strain caused by impact. Safety statistics show that the chances of serious injury are a great deal less when the driver and passengers remain inside the car in accidents.

The new 202-h.p. Thunderbird Y-8 engine and all the driving fun that goes with it can be yours in the Fordomatic Fairlane and Station Wagon models. At any driving speed, a touch of your toe gets an instant answer. You'll pass with new confidence. Steep hills will melt. You'll find sheer motor-ing delight, to go with the reassuring knowledge that Lifeguard Design rides with you!



Lifeguard Design is only the beginning of the Ford fine-car story for 1956! You will find in Ford all the thrill and excitement of driving a car that is completely new in styling—styling inspired by the Thunderbird. What's more, you'll discover luxurious new interiors... the supreme comfort of smooth Angle-Poised ride... wonderful handling ease and convenience... quality construction and finish. When you see it... and drive it... you'll agree: Ford for '56 is truly...

the *fine* car at half the fine car price!

FORD

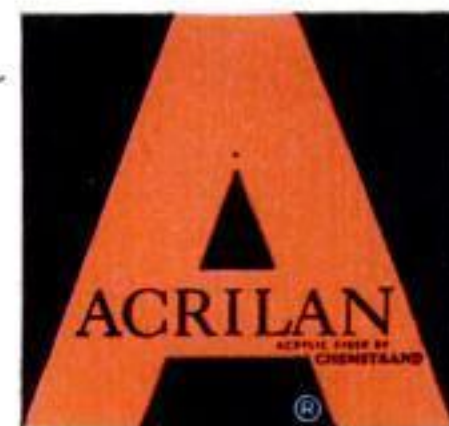
what Ava Gardner has you can have too...



AVA GARDNER
co-starring in
Metro-Goldwyn-Mayer's
CinemaScope and Color
production of
"BHOWANI JUNCTION"

luxury sweaters of Acrilan

One look ... one touch ... and you're in love with these wonderful new sweaters. You feel a luxurious new warmth and softness all about you ... you look better than ever because Acrilan never loses its shape ... you stop sighing about wash-day because Acrilan needs no blocking, rinses and dries as soft and fluffy as it came from the store. And Acrilan colors are so romantic—from demure pastels to sultry dark tones. It can happen to *you*. Meet Acrilan acrylic fiber today at your favorite store — in a choice of dreamy new sweater styles.



THE CHEMSTRAND CORPORATION, 350 Fifth Ave., New York 1 • PLANTS: ACRILAN® ACRYLIC FIBER—Decatur, Ala. • CHEMSTRAND® NYLON—Pensacola, Fla.

THE VICTOR INDICTS HIS FLEEING FOE

As Perón takes refuge in Paraguay, General Lonardi writes about why and how he drove him out

by EDUARDO LONARDI, President of the Republic of Argentina

The deposed dictator, Juan Domingo Perón, reached his exile in Asunción, Paraguay last week, hollowly asserting that he was still the constitutional ruler of Argentina. But the recently victorious revolutionary regime of General Eduardo Lonardi received diplomatic recognition from other countries, including the U.S. The new president himself, in this article written exclusively for LIFE, best summarized why Argentina's future did not have any room for Juan Perón.

I am honored by LIFE's request that I describe the causes of the Argentine revolution, the preparation and the progress of the movement and my objectives for the future. Understandably, as the newly installed head of state, I am so occupied with organizing a government and coping with my country's many problems that I have to be brief.

The whole world knows the causes of our

revolution. Perón had shattered the lawful order and the economic stability of Argentina. Under the pretext of benefiting the masses of workers, he had imposed a rule of terror and corruption in both public and private life. He and those who ruled with him exhibited an insolence, an arbitrariness and a superiority complex bordering on megalomania. Intolerable acts of oppression were committed against the press, notably against the famous newspaper *La Prensa*, and the political opposition whose clubs and offices were burned. The dictator's followers were given license to roam about and exterminate opposition at will. Finally, Perón ordered that our flag be profaned and that our shrines of worship be set afire.

For us to have tolerated such a government would have meant our abetting the destruction of all moral values. It would have meant our abetting the conversion into a slave labor camp

CONTINUED



THE AUTHOR, LONARDI, WORKS ON HIS PAPERS



IN BUENOS AIRES HARBOR, PERON (FOURTH FROM LEFT) IS ROWED BY ARGENTINE SAILORS TOWARD THE PARAGUAYAN SEAPLANE WHICH FLEW HIM TO EXILE

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PERON IN PARAGUAY smiles nervously for photographers admitted to the Asunción villa of his current host, rich Argentine merchant Ricardo Gayol.

Lonardi on Perón CONTINUED

of the country which we had inherited from our ancestors.

The lessons necessary for our successful revolt against these infamies were learned over many hard years. In 1951 General Menéndez staged a brave but unsuccessful coup. Its failure led to the collapse of a similarly conceived plot that I had been hatching—and to my retirement from the army and my imprisonment for nearly a year. For a long time thereafter the military opposition to Perón was unable to agree on a common plan of action.

The plots that were made by various military chiefs always envisaged an uprising starting in Buenos Aires and they were invariably at least partly uncovered. The unsuccessful 1952 conspiracy of Colonel Suarez, many of whose military and civilian participants were cruelly tortured, particularly showed the futility of this course. It seemed impossible to keep any military revolt which was begun in Buenos Aires alive long enough to mobilize the rest of the country.

Therefore we ran our successful revolution in exactly the opposite way. We decided not to run a purely military uprising, but to rely equally on the civilian population with its magnificent fighting spirit and its determination to suffer any and all hardships before giving in to the Peronist government. And we decided to begin deep in the interior of the country, in Córdoba. Córdoba was the focal point of our revolt and its people had the privilege of providing a magnificent example of heroism. The Córdoba garrison, determined and brave, came solidly, wholeheartedly to our side. Only the Córdoba infantry school resisted us; its men fought us with such gallantry that I gave my troops orders to accord these vanquished opponents full military honors.

'Our future plans are plain'

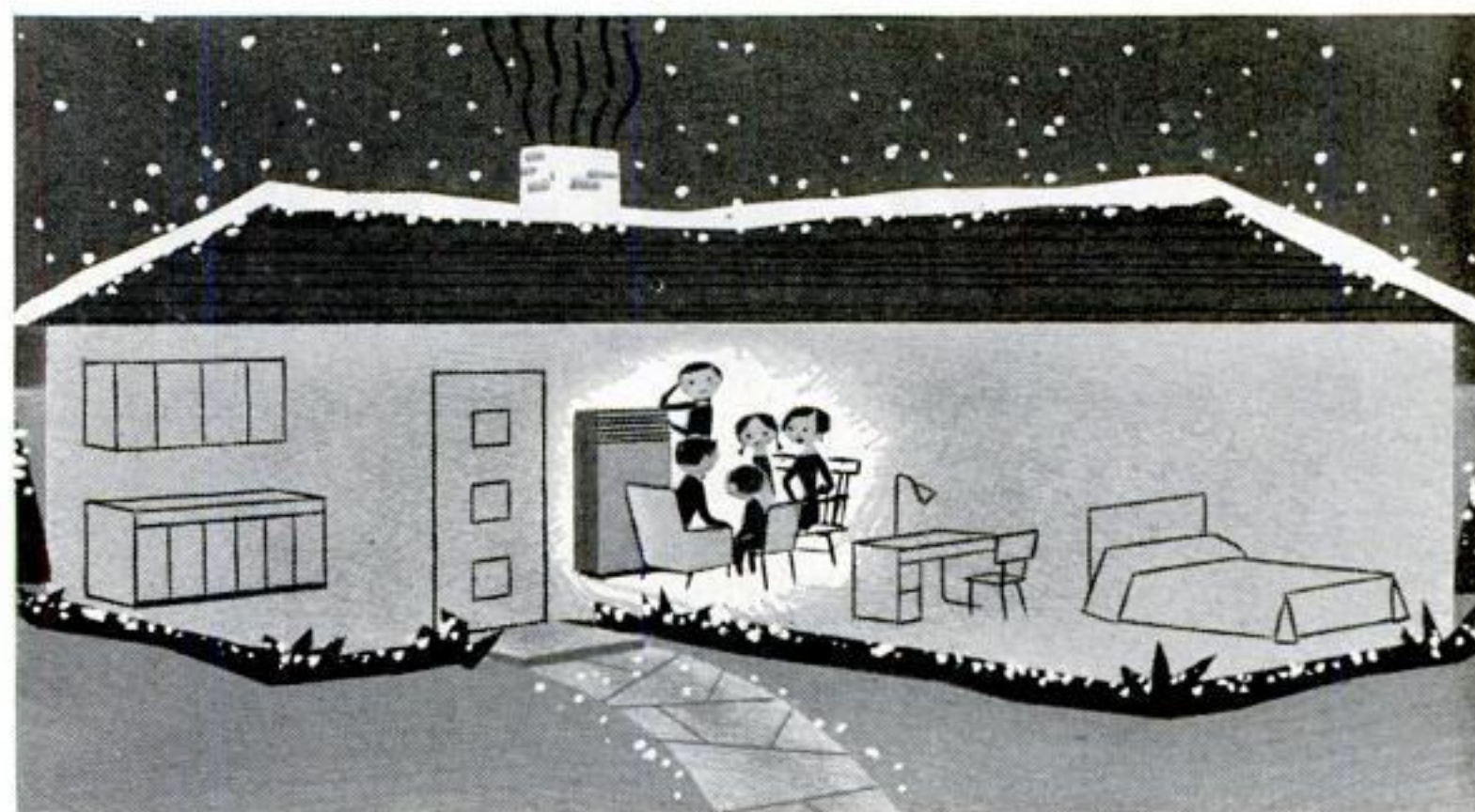
The struggle in Córdoba received vital assistance from many other quarters. The military units of the Cuyo zone, on our southern flank, were led in rebellion by their regular commander, General Julio A. Lagos. At one of the crucial moments, he sent us the airborne reinforcements which made up for our serious lack of infantry. Elsewhere the complete devotion of the Argentine navy and the almost unanimous support of the air force contributed decisively toward offsetting the apparent superiority of the government troops.

As the fighting progressed, it was evident that the government troops were unwilling to fight against their brothers in arms and that they did not actually believe in the Peronist cause they had been compelled to defend. In them too the cause of our rebellion was latent. It was in the air everywhere, in the capital, in the provinces, in Mendoza, San Luis, Curuzú-Cuatiá, Rio Santiago, Puerto Belgrano—all of which shows how universal the will to liberation was. Thus we won.

Our future plans are plain. We shall restore the rule of law. We shall revive Argentina's cultural life. We shall, as fast as we possibly can, bring back social and political peace. With the cooperation of our friends abroad, we will tackle the economic reconstruction of our despoiled country. Most of all, we mean to resurrect those traditional qualities of the Argentine character that have ever been our pride: human decency, hospitality, goodwill and love of one's fellow man.

CONTINUED

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fastest propeller-driven airliner...first carrier-based jet trainer...and world's
fastest jet fighter—all are in production today at Lockheed.*

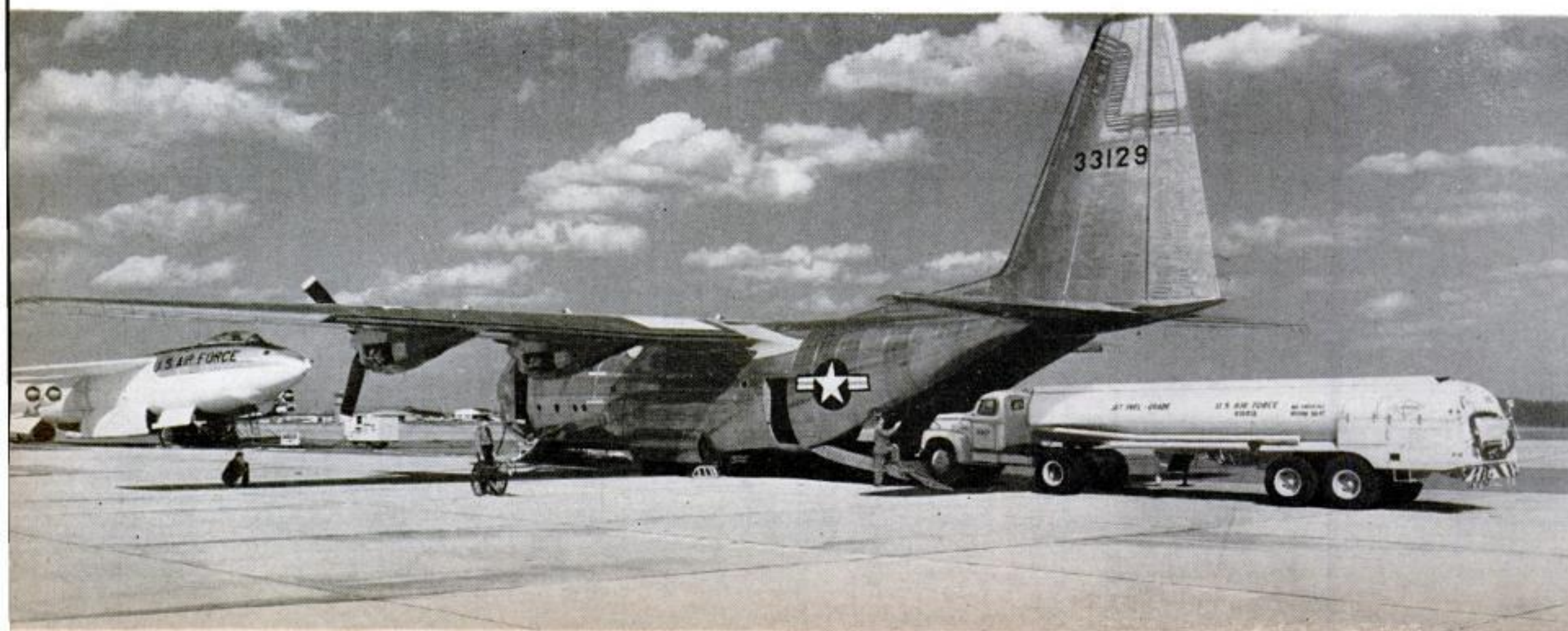
Lockheed designed and produced the first operational jet airplane in the U. S. more than ten years ago. Since that historic day, Lockheed has built over 7,000 jet-powered airplanes—more than any other company in the world.

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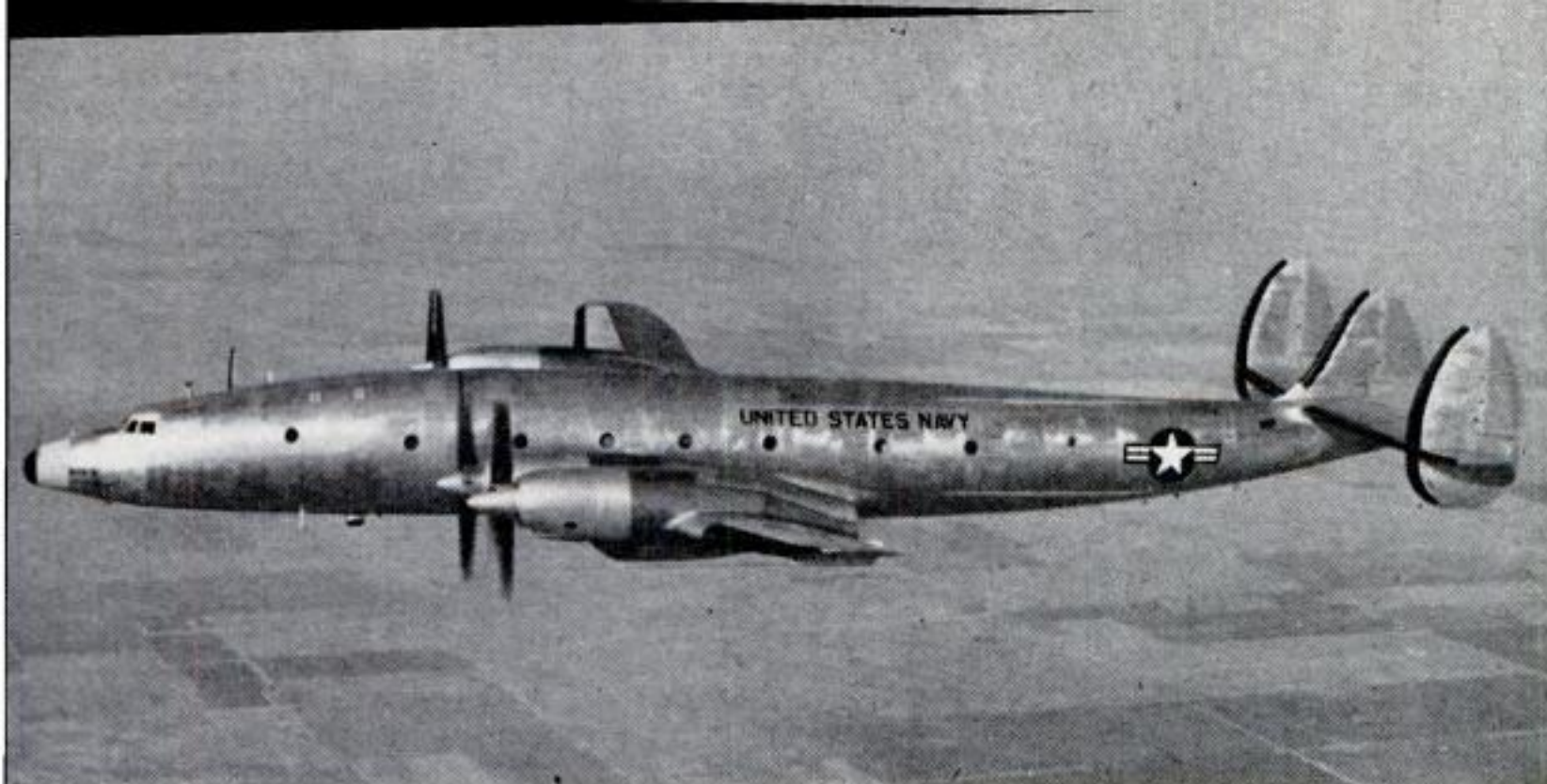
*Already purchased in quantity by American Airlines and Eastern Air Lines.



IF YOU'RE A YOUNG MAN, 17 TO 28, INVESTIGATE MILITARY AVIATION AS A CAREER.



C-130 HERCULES, NEW PROP-JET COMBAT CARGO PLANE—Husky brother of the Electra. A 62-ton carryall, to transport men and materiel farther, faster and at less cost than any other plane! Now in production at Lockheed's Georgia Division, U.S. Government Aircraft Plant No. 6 at Marietta. As shown, a huge 5,000-gallon gasoline tank-truck can be driven up the ramp into the cavernous interior of a C-130. In background, Lockheed-built B-47 jet bomber.



NEW JET-POWERED VERSION OF SUPER CONSTELLATION. Achieved by substituting prop-jet power for piston engines—a remarkable increase-in-speed transformation made possible by the extremely rugged construction and advanced basic design of the time-tested Lockheed Super Constellations. Result: the fastest propeller-driven airliner in the world! Designated the C-121F by the U.S. Air Force, and the R7V-2 by the U.S. Navy, these prop-jet Super Constellations are now undergoing exhaustive official tests.



T2V-1, FIRST CARRIER-BASED JET-POWERED TRAINER. Evolved for the Navy from a series of jet planes inspired by the renowned Lockheed F-80 Shooting Star of 10 years ago. The Lockheed T2V-1 (above) has won deserved acclaim as the world's safest jet airplane.

F-104, STILL-SECRET SUPERSONIC JET-POWERED FIGHTER. (Photograph not yet released.) A high-ranking USAF officer said of the F-104, "This is a fighter pilot's dream. We feel confident that it is the fastest, highest-flying fighter in the air, anywhere."

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Lonardi on Perón CONTINUED

DEPOSED DICTATOR AND HIS PARAGUAYAN HOSTS



HOST'S EXHIBIT in lavish Gayol villa where Perón now lives includes a shrunk head and collection of figurines.



PERON'S PROTECTOR, Paraguayan President Stroessner, explains position under picture of himself with Perón.

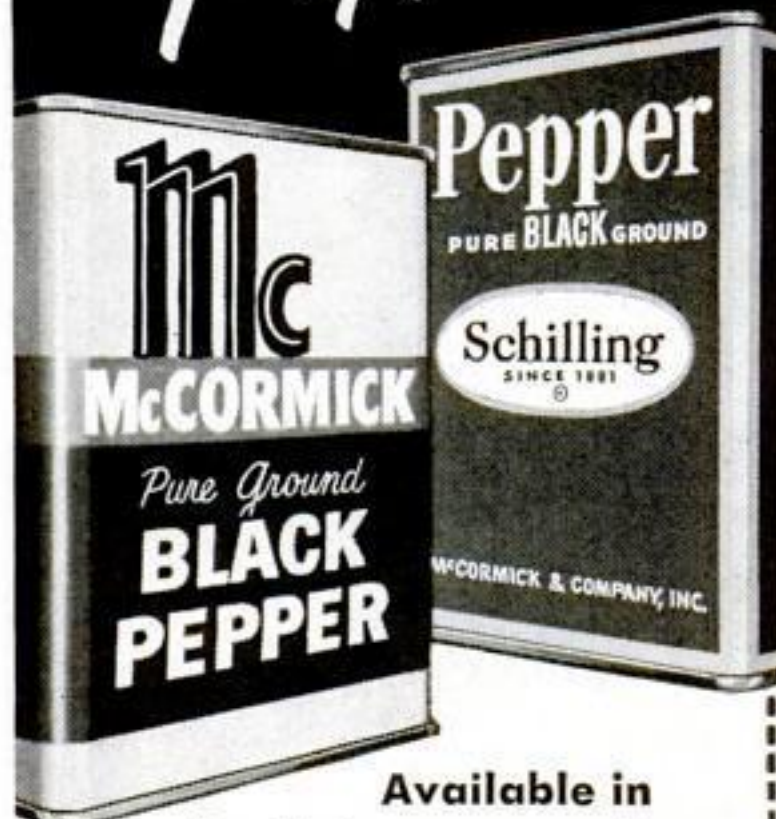


SAYING "SO LONG" and "many thanks" to newsmen invited to Gayol residence, Perón draws back and prepares to

dash up stairs. Lonardi government is putting pressure on Paraguay to expel Perón, preferably far away to Europe.

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Pepper!*



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THE MERRY-GO-ROUND BEGINS AT FIVE! The social evening starts with cocktails, proceeds to other and taller drinks after dinner—and goes on from there. How nice to know that you can enjoy these different drinks *without* mixing your liquor! *You do it by making them all with Smirnoff Vodka.* This one basic liquor is the life and soul of a long list of delicious cocktails and tall drinks; the Vodka Martini, the Bloody Mary, the Screwdriver, Vodka-and-Tonic, Vodka and ginger ale, Vodka and any favorite soft drink. It's smart to drink *Smirnoff* in more ways than one.

it leaves you breathless

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GENERAL MOTORS LEADS THE WAY



They freed black sunshine from an ancient dungeon...

OTHER COUNTRIES had oil deposits. And America had no monopoly on brawn, brains or money. Yet nothing like our oil industry happened anywhere else in the world.

Why?

Maybe it's the way Americans respond to a challenge. Maybe it's the way we are encouraged to take a chance to better ourselves.

Here in America, the new smell of gushing oil was perfume to men of brawn, men of vision, men of science. They dropped trades, jobs, businesses, and surged to the oil fields. They contrived crude refineries without waiting for formulas or equipment. They hit the soapbox trail all over the country to preach new uses for the products they developed.

And for every one who made a fortune—thousands went broke. But that didn't stop the oil men.

From nature's secret storehouses, they drew the natural

wealth that was to make our nation great. And at the same time, in the test tubes of their giant research centers, they pioneered a better way of life for the whole world.

Maybe this drive, this response to challenge, this willingness to take chances—more than any ingenuity or know-how—helped make America the world's largest producer of petroleum products.

It's the same American resourcefulness that built and manned clipper ships and covered wagons when "Gold!" first rang across the nation. The same challenge that still lures prospectors along a dusty canyon wall, watching a needle dance on a dial.

That's why nothing like our oil industry happened anywhere else. The hidden resources upon which it drew were not all in our soil. Some were hidden in the hearts and hands of men. Men who saw the challenge... and took it from there!

John Hancock

MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

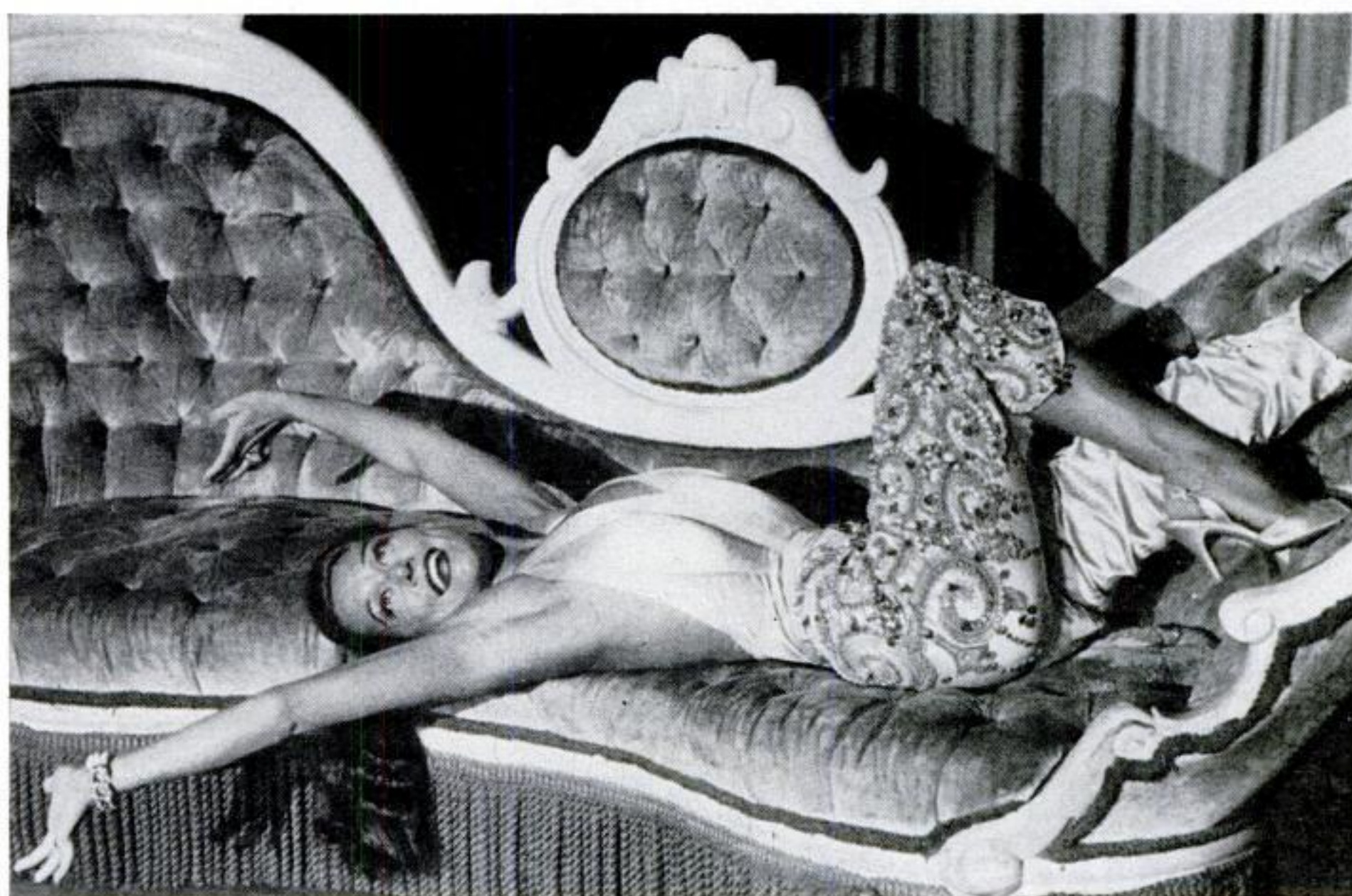


IN THEIR LAS VEGAS NIGHTCLUB SHOWS SOPRANO PAT MUNSEL SWINGS FREE OF HER VAST SKIRT AND EARTHA KITT GETS SET TO DISCARD HER ENTIRE GOWN

Songbirds Doff Duds

Two astonishingly different young women are trotting on stage in Las Vegas this week with two astonishingly similar acts. Patrice Munsel, distinguished soprano of the Metropolitan Opera Co., makes her nightclub debut at the New Frontier wearing a voluminous satin skirt. Executing a modest bump in mid-aria, she doffs the skirt and carries on in jeweled pink pants.

At El Rancho Vegas, Eartha Kitt, a catlike songbird out of the world's best *boîtes*, enters in a gold lamé cocoon from which she breaks out, after a few ballads, in little more than a loin cloth and halter. After that she writhes in a dance she herself describes as a "primitive mélange." Both girls end up barefoot and their Las Vegas audiences presumably end up limp.



A DIVA ON A DIVAN, Patrice Munsel stretches out on a Victorian stage sofa to give her Las Vegas

audience a non-Victorian version of a Cole Porter number from *Can-Can* called *It's All Right with Me*.

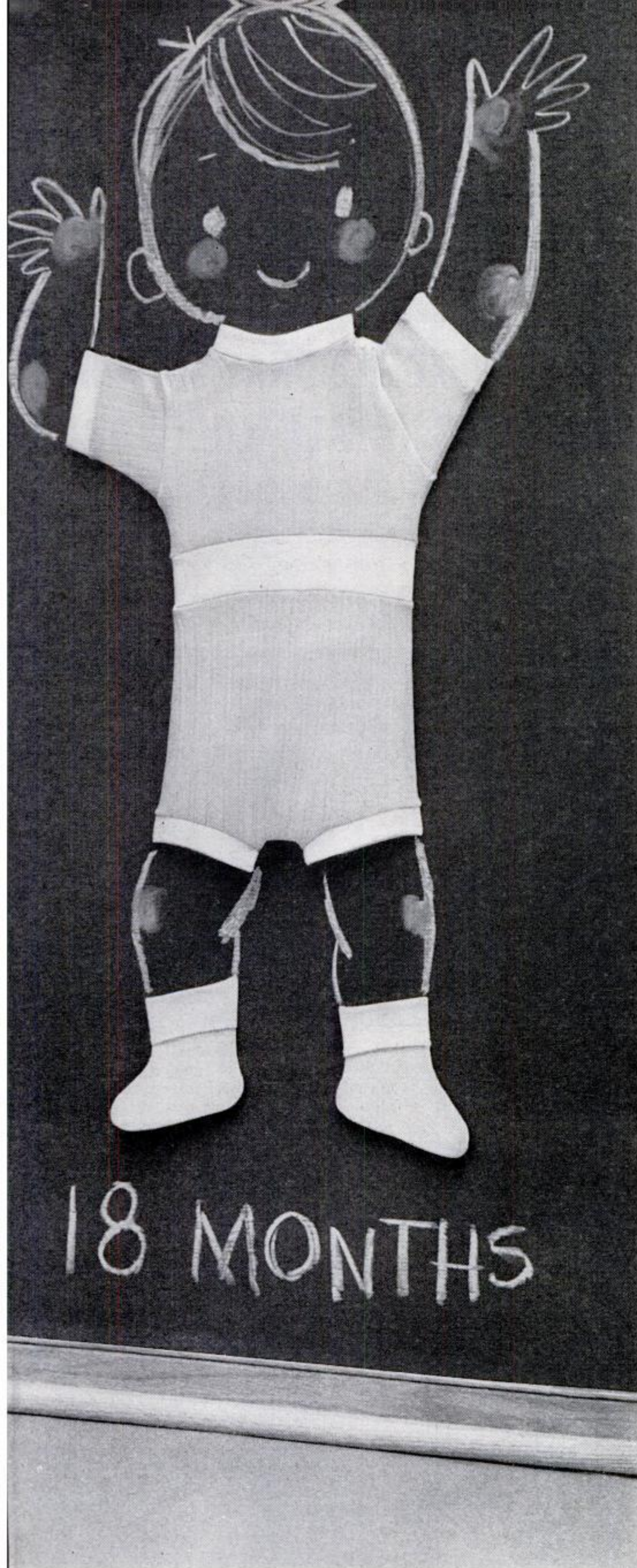


CREEPERS, shown above, are made with stretch nylon and can be worn by a baby from the time he is 6 months to 1½ years.

STRETCH YARNS OF DU PONT NYLON AND “DACRON”* MAKE POSSIBLE

REG. U. S. PAT. OFF.

NEW CLOTHES THAT GROW



DURABILITY is a major advantage of "stretchables" like the socks shown here. They *last* longer, because they grow with a child. They *wear* longer, because nylon is exceptionally rugged.



TEXTURE is another characteristic of "stretchables." They have a soft, lively feel, are wonderfully pleasant to wear.



COMFORT in underwear, for instance, is another advantage of "stretchables." They conform perfectly to body contours, give with every movement.

Yarns of nylon and "Dacron" polyester fiber can now be made to stretch. The result: clothes that grow with a child, that fit better, last longer. These new clothes can be interchanged among several children in a family, because one "stretchable" fits several sizes. And because these new "stretchables" are flexible, they give with body movements and are pleasantly comfortable.

"Stretchables" are also wonderful for the budget. They grow with the children. And they're not easily worn out. Mothers of large families are delighted to find that youngsters can *share* a wardrobe of "stretchables."

Added to this are the timesaving blessings of nylon and "Dacron"—easy washing, fast drying, little or no ironing. At leading stores now.

**"Dacron" is Du Pont's registered trademark for its polyester fiber. Du Pont makes fibers, not fabrics or garments.*



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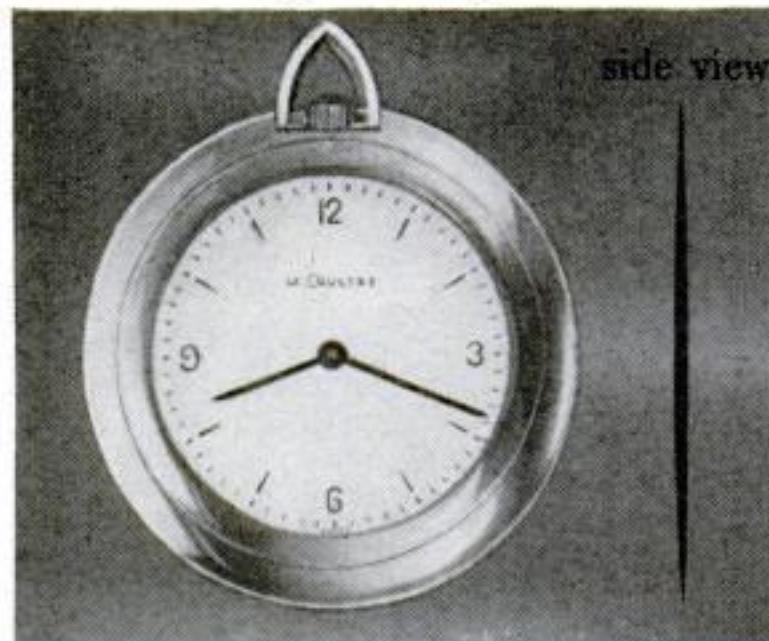


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THE THINNEST WATCH IN THE WORLD. A work of unbelievable precision and delicacy of execution, with a LeCoultre movement only .0531 inches thick. Silhouette of side view shown. Platinum case, \$1,800.



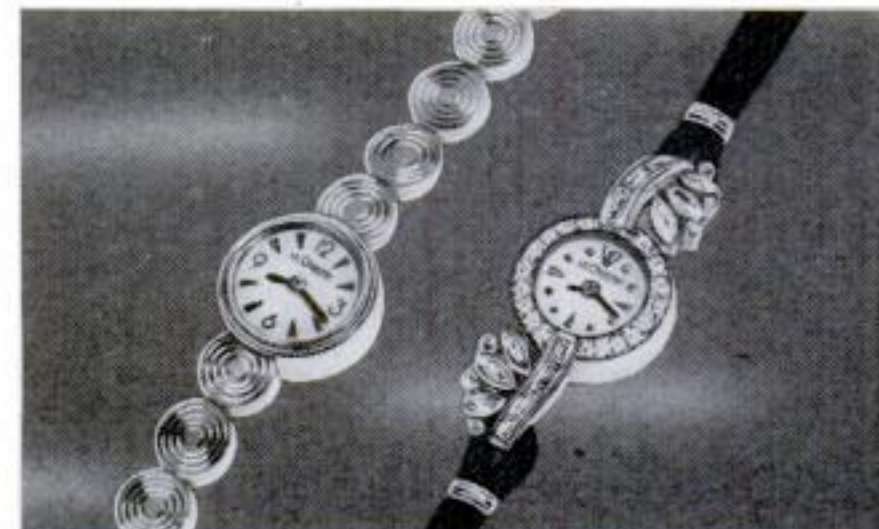
LE COULTRE WRIST ALARM—"A Watch With a Memory"—for a college man, a salesman, a busy executive—for you! Smartly thin and handsome, its "golden voice" reminds of every appointment, awakens you each morning. A separate crown winds and sets the alarm—the "alarm time" is cleverly indicated on a turning disc in the center of the dial. Sweep second hand. \$79.50. Waterproof* case, \$84.50. In 14K gold case, \$125.



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*So long as crystal, back and stem are intact

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FIRST NIGHT on Broadway draws big crowd, some of whom only watch the notables go in.

ELATED ACTRESS Susan Strasberg is congratulated in her dressing room right after her first Broadway success by a family friend, Marilyn Monroe, who studies acting with Susan's father, Lee Strasberg.



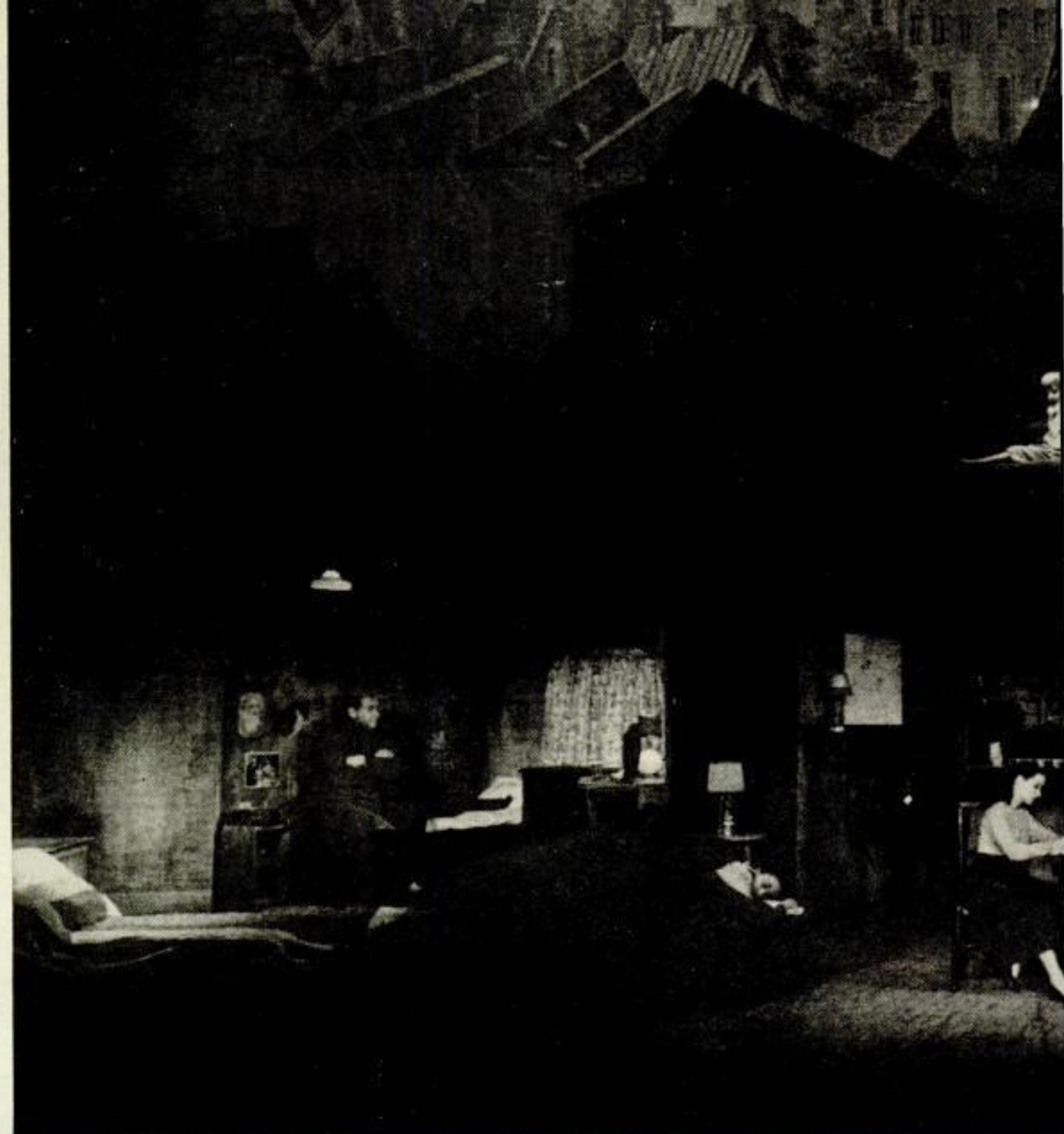
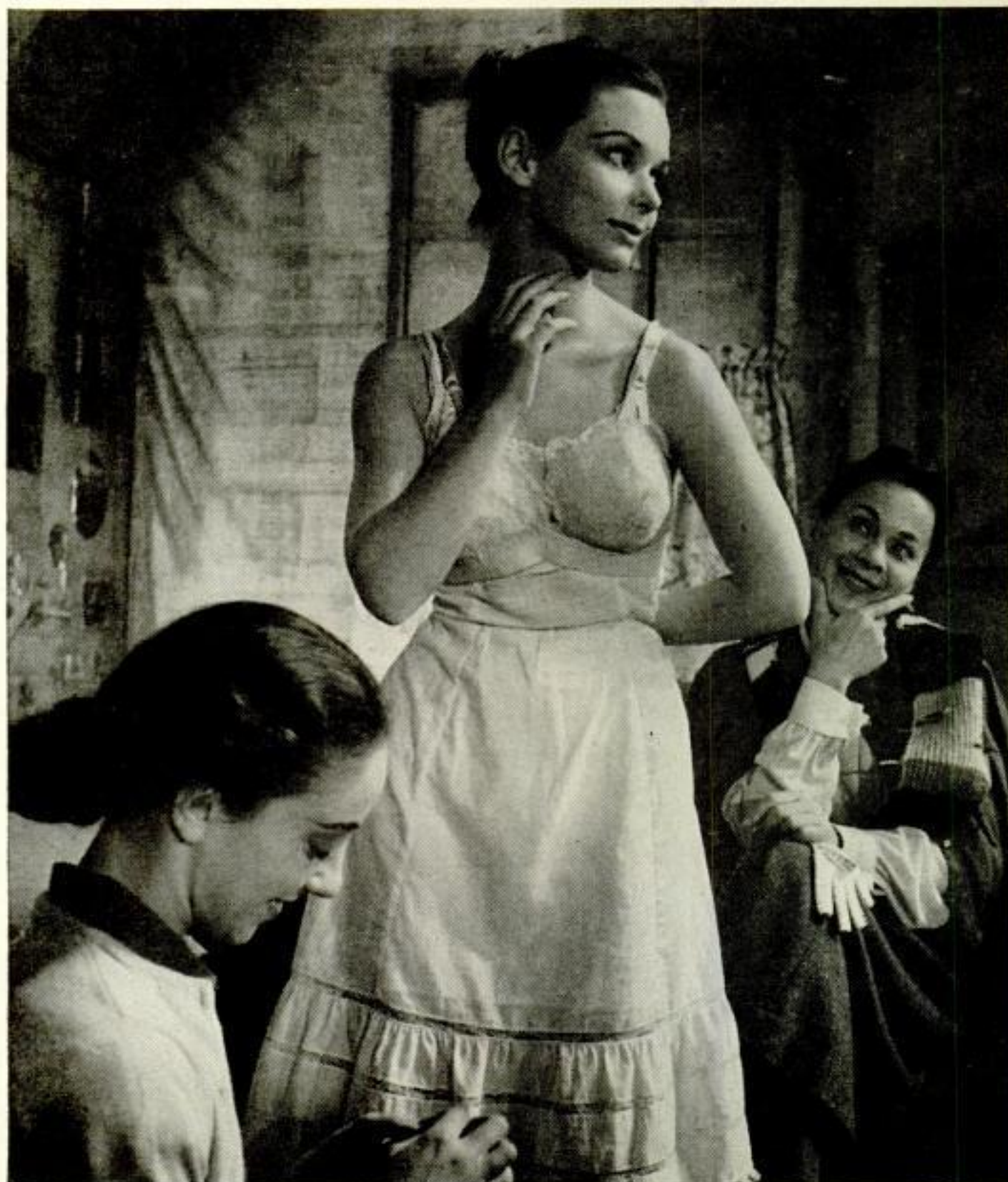
BROADWAY'S BIG BEGINNING

Seven days bring a rush of good plays and an enchanting new actress

In the joyful and excited face of 17-year-old Actress Susan Strasberg are mirrored some of the joy and excitement of Broadway's new season. Usually the season opens with a trickle of plays. But this fall it began with a flash flood. In the short span of seven days five plays made their bow, four of them to critical applause, and Broadway was off to its best start in 10 years. Surprisingly, all of the new plays were written on serious themes. There seemed little or no time for comedy.

Each of the offerings had its own claim to distinction. The first, by one

of America's most important dramatists, was Arthur Miller's *A View from the Bridge*. From France came *Tiger at the Gates* by Jean Giraudoux, translated by England's illustrious Christopher Fry. Four little-known short stories by F. Scott Fitzgerald were converted by Sally Benson into a character study called *The Young and Beautiful*. A leading Italian playwright, Ugo Betti, was represented—unsuccessfully—by *Island of Goats*. The latest of the arrivals, a dramatization of the remarkable real-life diary of Anne Frank, is the most moving play to emerge from World War II.

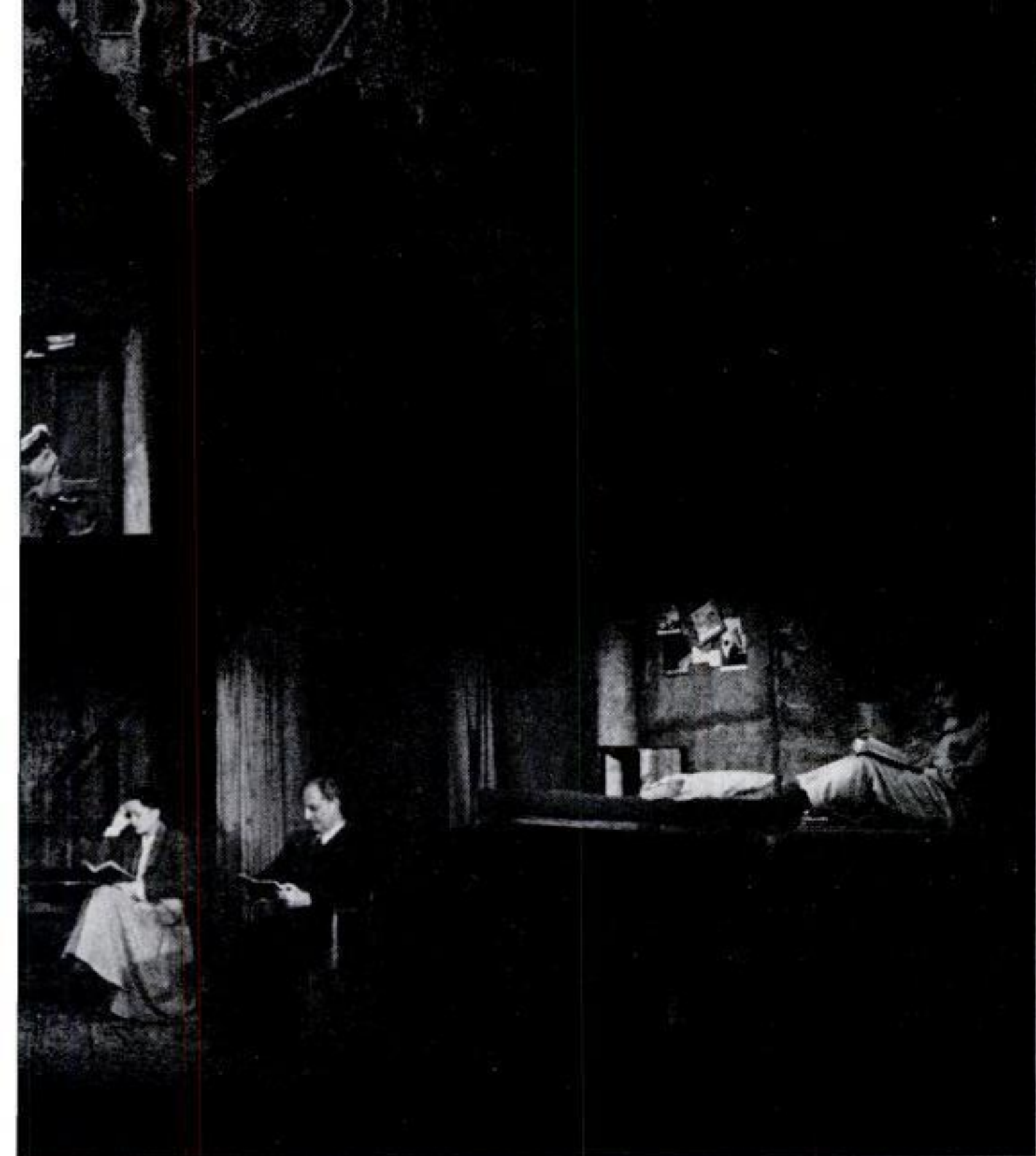


DOUBLE-DECKER SETTING SHOWS WHERE EIGHT PEOPLE HID FROM NAZIS

DRESSING FOR DATE (*left*), after two years in hiding, Anne tries on her big sister's brassiere, to the amusement of her mother (Gusti Huber, *right*).

THE FUGITIVES TREMBLE IN THEIR ATTIC HIDEOUT AS THEY HEAR A COMMOTION DOWNSTAIRS. ANNE'S FATHER (JOSEPH SCHILDKRAUT) STARTS OUT TO



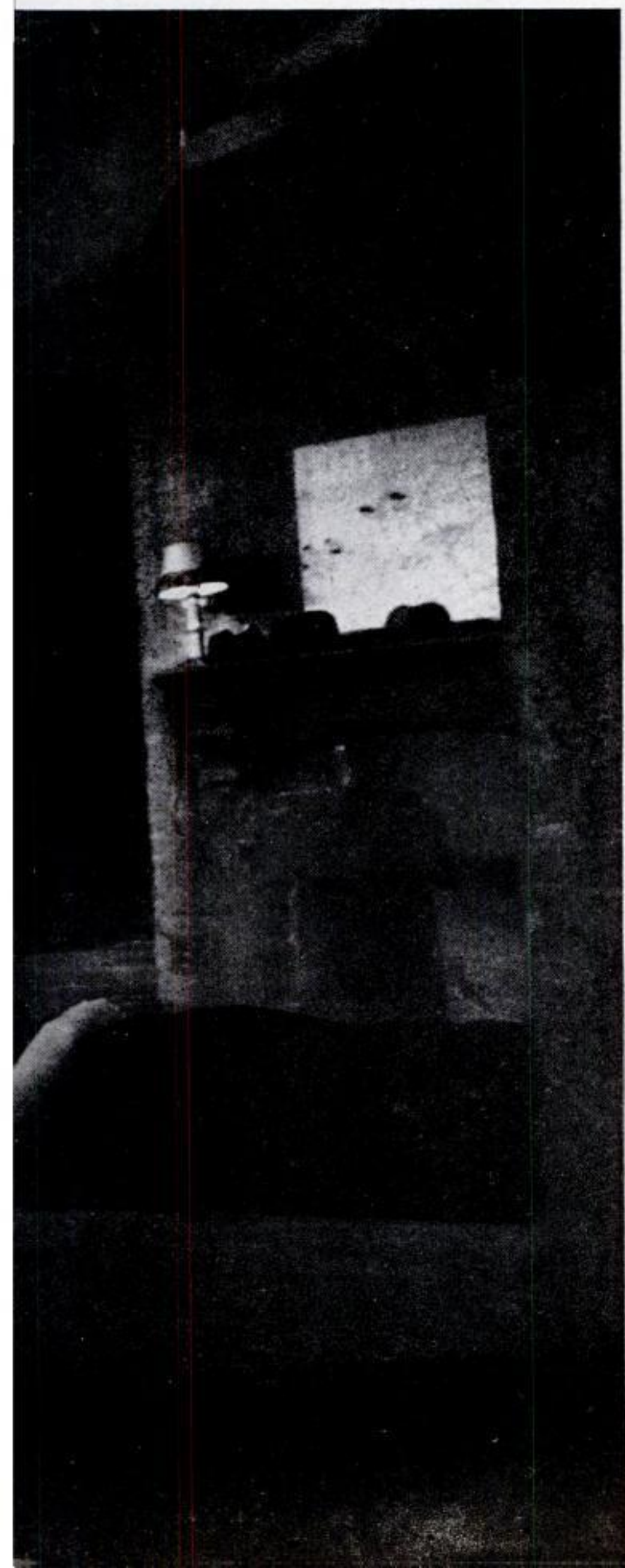


FOR TWO YEARS IN WAREHOUSE ATTIC AMONG THE GABLES OF AMSTERDAM

WITH HER BOYFRIEND (David Levin), one of the other fugitives living with Frank family, Anne shares an embrace shortly before their capture.



INVESTIGATE THE TROUBLE WITH A FLASHLIGHT



A GALLANT GIRL'S GRIM YEARS

By a strange turn of fate, the words of an obscure little Jewish girl who died of typhus and malnutrition in a Nazi concentration camp have given Broadway one of its finest plays, *The Diary of Anne Frank*. Anne's real diary, published in the U.S. in 1952 and dramatized now by Frances Goodrich and Albert Hackett, tells how the Frank family and four other fugitives hid in an Amsterdam garret for two years before the Nazis caught them. Despite its harrowing story, the play, under Garson Kanin's direction, glows with tender humor and the pervading spirit of the little girl's unaffected nobility.

The part of Anne Frank, who was 13 when she went into her exile under the eaves, is acted by Susan Strasberg (LIFE, July 11). A newcomer to Broadway, Susan brought a breezy enchantment to her role that won the praise of every New York critic. And even after the opening-night bravos subsided in the theater, Susan was due for still more applause (below).



GOOD-LUCK PAT is given Susan after show by Actor Franchot Tone.

AFTER PLAY SUSAN GOT OVATION AT SARDI'S RESTAURANT WHERE PARENTS GAVE PARTY FOR FRIENDS





DRUNKEN AJAX, a boorish Greek captain, unsuccessfully tries to provoke Trojan Hector into a fight by insulting his wife Andromache (Barbara Jefford).

THE TROUBLES STARTED BY HELEN OF TROY

One of the most thoughtful and easily the most amusing of all antiwar plays is *Tiger at the Gates*. It was written in 1935 by the late Jean Giraudoux, translated from French into English by Christopher Fry, and now given on Broadway by an almost all-English cast with Michael Redgrave doing a superb job as the peace-loving Hector.

Borrowing its characters from Homer's *Iliad*, the play recounts Hector's efforts to prevent his fellow Trojans from fighting the Greeks merely because a Trojan prince ran off with a Greek queen. For Helen of Troy, as portrayed here, is no more than a Greek chippy, as irresponsible as she is beautiful. But Hector's heroic appeal to reason, which is matched by the equally enlightened attitude of the Greek leader Ulysses, goes for nothing simply because the time is ripe for conflict and the fates demand war.



PROPHETESS CASSANDRA (Leueen MacGrath) observes with wry amusement the sensation caused in Troy by Helen's arrival, particularly among old men.

HELEN (DIANE CILENTO) IS ORDERED BACK TO GREECE BY ANGRY HECTOR →





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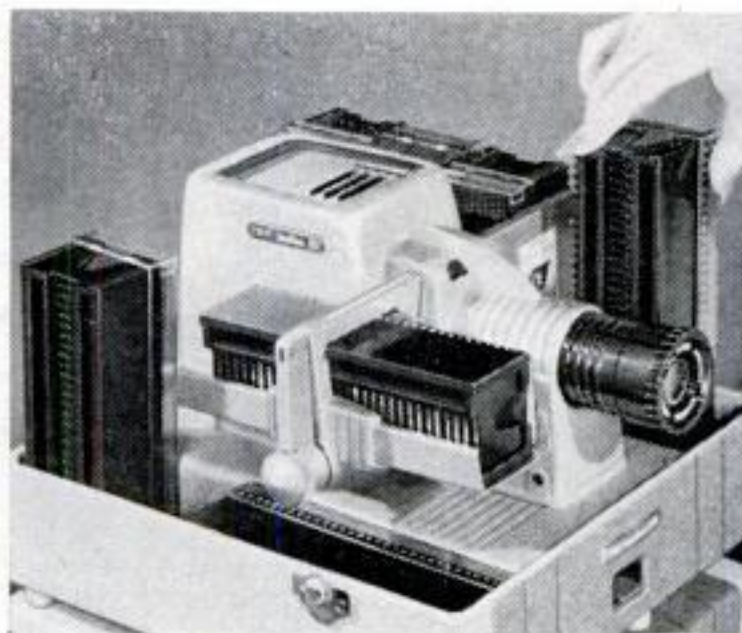


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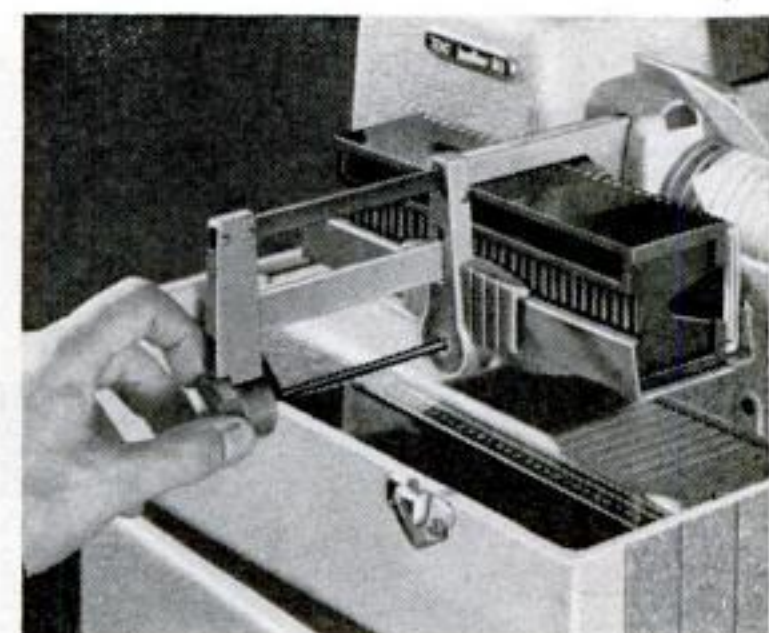
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THE TDC HEADLINER 303, so easy to set up and operate, takes good care of your slides, too. Roomy, rugged self-contained case protects them when not in use.

During the show, full-time blower keeps slides cool. And talk about projection! Its 300-watt lamp shows colors vividly. Coated 4-inch lens gives sharpness to every detail.



SPACE FOR 180 SLIDES! Six TDC Selectrays fit in base of scratch-proof, stain-resistant case. Each Selectray holds 30 indexed 2"x2" slides, loads directly into TDC Selectron changer mounted on projector.



ELIMINATES SLIDE HANDLING! At the turn of a knob, changer advances and projects slides quickly and smoothly. For full details, see your dealer or write Bell & Howell, Dept. L-9, Chicago 45, Ill.

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For a happy change

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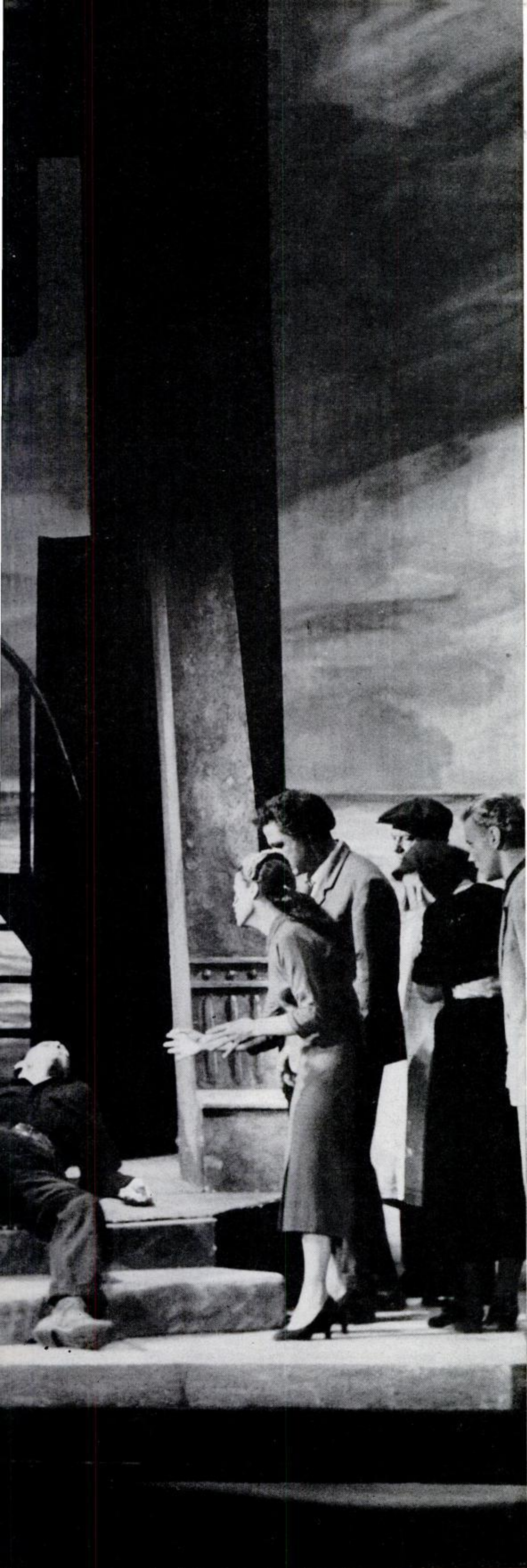
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BROADWAY CONTINUED





OLDTIMER GUS (J. Carroll Naish), boss in *Memory of Two Mondays*, scoffs at bright youngsters.

NOSTALGIA AND PASSION BY THE RIVER

In his latest work Miller has written two plays under the overall title, *A View from the Bridge*—whose producer, Kermit Bloomgarden, also produced *Anne Frank*. The first, *A Memory of Two Mondays*, is a nostalgic tribute to a gallery of humble but stalwart workers in a Manhattan warehouse dominated by a roisterer named Gus. The second, which bears the twin bill's title, is a powerful and largely successful effort to create the awesome mood of a Greek tragedy. Miller's hero is a happily married longshoreman, who unknowingly has fallen in love with his niece. She in turn gives her love to a young Italian immigrant who has been smuggled into the U.S. The older man, overcome by savage jealousy, betrays the immigrant to the authorities and brings about his own violent end.



LONGSHOREMAN EDDIE (Van Heflin) kisses niece (Gloria Marlowe), whom he subconsciously loves, as boyfriend (Richard Davalos) tries to pull him away.

TRAGIC END in *View from the Bridge* is summed up by Naish (foreground) playing Greek chorus role.

"I learned how to

Lose Weight...

without
dieting or
feeling
hungry!

Every skater overeats at times on the road but, luckily, I discovered remarkable AYDS! It's a natural, easy way to trim off weight!"

says

Donna Atwood

Star of Ice Capades



Donna at home with twin sons Donny and Dinny, and daughter Cissy. "Between my family and my career, I found weight control a problem. AYDS is the simple answer," says Donna.

Doctors prove Ayds best and safest in tests on 240 overweight women & men!

Donna is among the AYDS users who are convinced that you can lose almost *twice* as many pounds with AYDS! For this was proved in a well-known New England clinic, where doctors tested four different reducing methods: bulk wafers, lozenges, pills—and modern AYDS. 240 women and men were tested under carefully controlled clinical conditions. Those who took AYDS averaged the greatest weight loss—almost twice as many pounds as the second product! Not only that—the people who took AYDS had no nervousness, sleeplessness, or

unpleasant "side effects"! An actual reprint of this Medical Report will be sent to your physician at his request. He should write: CAMPANA, BOX MD, Batavia, Ill.

No Drugs or Diet—No "Hunger Pangs"!

It's easy! With AYDS, you lose weight the way Nature intended you to. Taken before meals as directed, this delicious low-calorie candy—enriched with health-giving vitamins and minerals—curbs your craving for fattening foods. Yet you eat all you want. "Hunger pangs" don't bother you! So without starving yourself, you automatically eat less and lose weight naturally, safely, quickly.

Guaranteed to Work for You!

AYDS users—with their very first box—happily report losing up to ten pounds or more. In fact, with the easy AYDS Reducing Plan, you must lose weight with your first box (\$2.98), or your money back. At all leading drug and department stores.

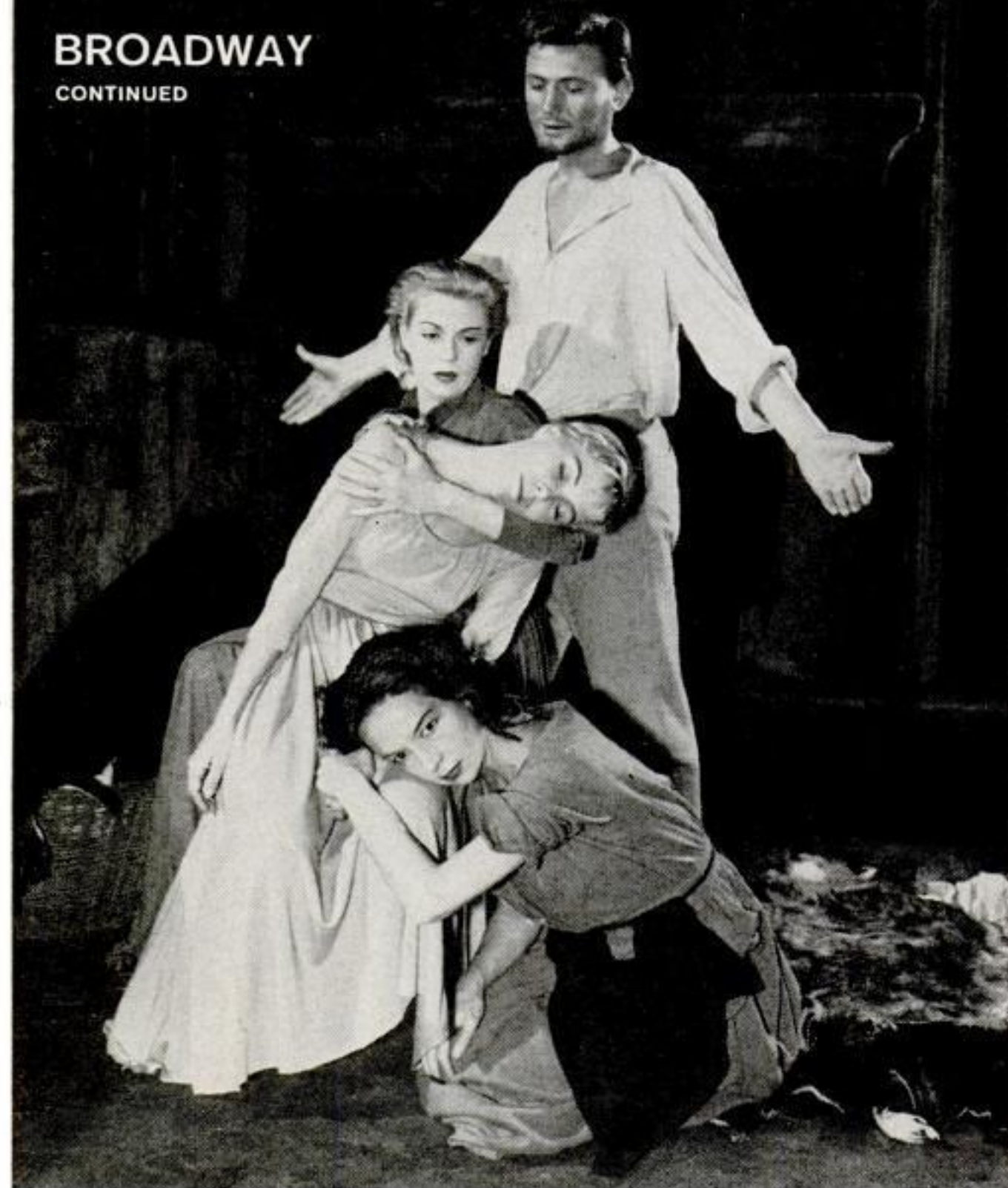


Donny and Dinny get diving lessons from Mom between road tours. Donna says, "Many athletes take AYDS to lose weight and keep slim. I approve of AYDS!"



A Campana Product

Take **Ayds**... first aid for overweight!



A PLAY THAT DID NOT MAKE IT

The young vagabond above with three adoring women on his hands is the hero of *Island of Goats*, which was highly popular in Europe but did not make the grade on Broadway, flopping after six showings. Dealing with primal passions on a lonely Mediterranean island, the play came to a dank climax when the hero got trapped in a well. The wisest of the women (Uta Hagen, top) just sat by and refused to help him out.



A PLAY PROMISING A NEW STAR

The young lady dancing the Castle Walk back in 1915 with one of her swains is played by another gifted new actress, 24-year-old Lois Smith, whose performance brings promise of stardom. She justifies the title of *The Young and Beautiful*, which is both a comic valentine of a bygone era and a perceptive case history of a girl who discovers, tragically, that though she can inspire love she is incapable of feeling it.

This is the one that's delicious for drinking...
needs no special recipes for cooking or baking!



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FASTEST MIXING, TOO! — There is no other like new Carnation Instant—the one and only Magic Crystals milk discovery.

MAGIC CRYSTALS burst into delicious, fresh-flavor nonfat milk instantly, with just a light stir of the spoon — even in ice-cold water. No shaking, no lumps, no foam.

FRESH MILK FLAVOR, ALWAYS HANDY... Carnation Instant brings you true, fresh milk flavor sealed in Magic Crystals. You unlock the fresh flavor *each time*.

READY TO DRINK immediately after mixing...or for cereals or for *any* milk cookery. No special recipes are needed.

ALL THE PROTEIN, CALCIUM AND B-VITAMINS OF FRESH, WHOLE MILK... and you can make it even *richer!* A single extra heaping tablespoon of amazing Magic Crystals per glass gives the family 25% more of these wonderful health-growth values. Plus a rich flavor everyone loves!



Prove the difference yourself!

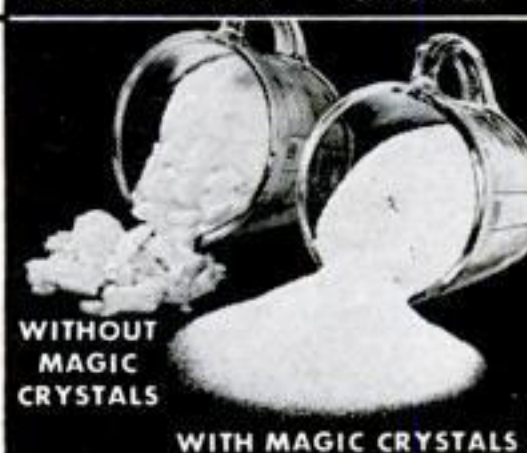
CARNATION MAGIC CRYSTALS MIX INSTANTLY

Photograph shows Magic Crystals mix instantly and completely, with a light stir of the spoon—even in ice-cold water!



CARNATION MAGIC CRYSTALS DO NOT CAKE

Exposed to moist air, other types cake, harden. Magic Crystals *stay* fresh, free-flowing, even in dampest weather!



Saves ½ on Milk Bills

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Shining Lights



a. #810 boneless pull-on of sheer elastic net with satin elastic panel. Petite-S-M-L in White, \$7.95. S-M-L in Pink, \$7.95; Black, \$8.50. Gossard's exciting new bra #3918 goes strapless, too. Embroidered nylon, leno elastic and satin. Undercup wire. White, Pink, A, B, C. \$5.95. Also, strapless only, #3618, \$5.

b. #1011 Longfello pantie girdle of elastic net. Satin elastic panel. Boneless pull-on. S-M-L-XL. White, \$10. A mere 1½ ounces. Flair uplift #2821 is sheer all-elastic. Embroidered nylon marquisette topcups. Exclusive contour straps. White, A, B, C. \$3.95.

Free as a bird—your legs in Gossard's unique design. That up-shaping and elastic net edging make the blissful difference. And all the time, you're looking very smooth all around. Honestly, this is living!

*U. S. Patent #174054

at leading stores and shops or write us, we'll tell you where

the combination and *pantie girdle
legs can't feel



Gossard
Youthful Line of Beauty

c. #1609 boneless pull-on
combination with natural
uplift of nylon lace and sat-
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ARMS AND LEGS FLAILING IN A FINALE, MARY MARTIN AND NOEL COWARD GAILY DISCUSS NEW TV SHOW WHILE FLOATING ON JAMAICA SWIMMING POOL

Two Stars Float a TV Show

Fresh from her success on TV's *Skin of Our Teeth*, Mary Martin showed up in Port Maria, Jamaica, where Noel Coward, fresh from his success in Las Vegas, was preparing for his first U.S. television appearance—with Mary Martin—on Oct. 22 over CBS. There, in one of Coward's three Jamaica houses, the two began a rigorous routine of rehearsals that spilled uninterruptedly right out of Coward's studio (*below*) into his swimming pool (*above*) where they splashed through the finale.

The Martin-Coward combination is not new. They met socially in

1938 when unknown Mary was wowing Broadway with *My Heart Belongs to Daddy*. Later Coward wrote a play, *Pacific 1860*, just for Mary, whom the critics loved even though they panned the play. In 1951 they reconvened for a benefit which they dubbed *Café de Paris* and repeated a year later. Their TV show, *Together with Music*, augmented by two new Coward numbers, is based on the benefit, a potpourri of everything from a *Madame Butterfly* skit to Gilbert and Sullivan—with hardly a thing on the air for 90 minutes but Mary Martin, Noel Coward and the commercials.



PERCHED ON PIANO, Mary runs through a new Noel Coward number, *Ninety Minutes Is a Long*,

Long Time, which will open show. Other Coward original will be the title song, *Together with Music*.



IN CLOSE HARMONY, with Noel at piano, the two clown through jazzed-up version of *Tit Willow*.

Claire McCardell's gay new HOSTESS SASH

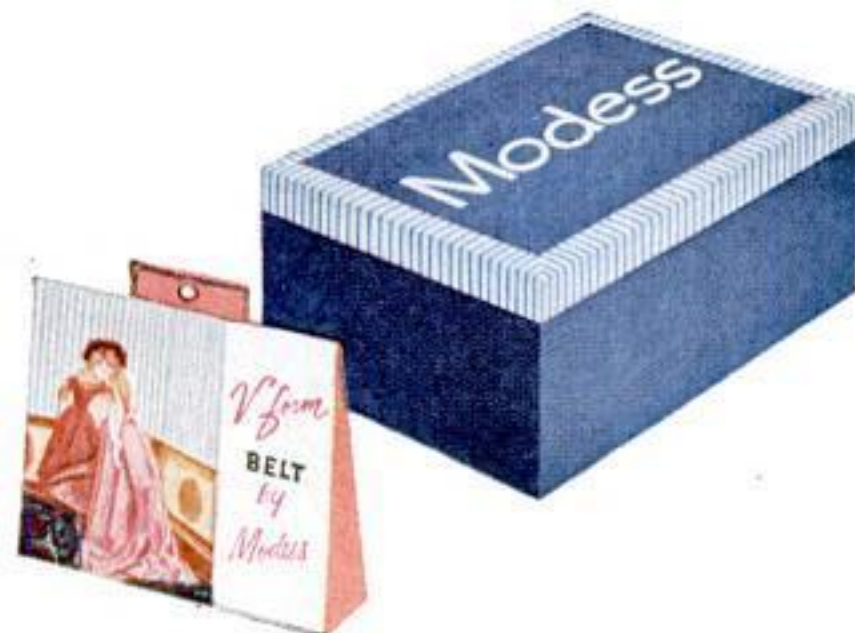


ONLY \$2.00 DESIGNED TO
SELL FOR \$6.00

plus name cut from package of
MODESS or MODESS BELTS.

A Claire McCardell *signed* original, the Hostess Sash—a new kind of apron! It's really just one great big pocket open on each side with a long bias sash. Reversible, too! It comes in a Fuller fabric of sturdy cotton guaranteed washable, in the colorfast colors you see. Same style in miniature for little girls, too.

Details are listed below. Offer expires December 31, 1955. Why not send *now* and be all set for the holidays. (Hostess Sash comes in a special gift wrap; designed and signed by Claire McCardell.)



TO GET YOUR HOSTESS SASH, simply send \$2 plus name cut from package of (a) New Design Modess ...the only sanitary napkin with the whisper-soft fabric covering; or (b) Modess Sanitary Belts ... designed for comfort and security. Exclusive non-slip fasteners.

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Please send me ☐ Hostess Sash(es). For each apron I am enclosing name cut from package of ☐ Modess or ☐ Modess Belts; and \$2 in ☐ cash or ☐ money order.

Check apron style: ☐ grown-up ☐ little-girl

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Offer good in U.S.A. and Territory of Hawaii. It is void in any state or locality where prohibited or otherwise restricted. Please allow 3 weeks for delivery, except in Hawaii. Offer expires Dec. 31, 1955.



THE MEN OF POTSDAM gathered for an official photograph at the Big Three conference in the summer of 1945. Seated are Prime Minister Attlee, President Truman, Generalissimo Stalin. Behind them, from left, stand Admiral William D. Leahy, Foreign Secretary Ernest Bevin, Sec-

retary of State James Byrnes, Foreign Minister V. M. Molotov. This picture was taken on Aug. 1, at end of conference. Winston Churchill and Anthony Eden, who had been at first nine days' sessions, learned on July 26 of Tory election defeat, were replaced by Laborites Attlee and Bevin.

COLD WAR STARTS AT POTSDAM

Big Three talks convinced Truman the Soviets 'were not in earnest about peace,' alerted him for 'what we and the West had to face'

by HARRY S. TRUMAN

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Amid the crushing turmoil of his early days as President, Truman gave special attention to the problems of securing the peace after World War II. In last week's instalment of his memoirs he told how he sent emissaries to Churchill and Stalin to plan a Big Three conference on postwar problems. In this instalment he reports on that conference which was scheduled for July at Potsdam. Truman made the Atlantic crossing in a naval vessel to allow him to work with his staff on preparations for the conference. When he landed at Antwerp, he sent home a letter describing the less serious aspects of his journey:

DEAR Mamma & Mary:—I hope you are both well and that everything is all right with you. It is with me. We left Norfolk at 7 a.m. last Sunday, July 7, on a nice sunny morning, and the trip has been most pleasant and restful. Went to church at 10:30 with officers and men. Sat around on the deck with Mr. Byrnes and Adm. Leahy most of the morning and took a nap in the afternoon.

"Saw a picture show that night—we have one every night. On Monday, inspected the ship from top to bottom. Found a boy on board whose name is Lawrence Truman. He comes from Owensborough, Ky., and is the great grandson of our grandfather's brother. He's a nice boy and has green eyes just like Margaret's. Looks about her age.

"We had target practice on Monday firing eight inch, five inch and forty millimeter guns. Right interesting to an artillery man. I've had various meals with officers mess, warrant officers and petty officers. Tonight I eat with the crew.



SETTING STAGE FOR BIG THREE just before photograph on the opposite page was taken, two Soviet agents and a soldier hurriedly scraped shiny black paint off chair arms at request of the official Russian photographers. They had barely finished job as Big Three arrived.

"We'll land Sunday, and this will be mailed then. I wish this trip was over. I hate it. But it has to be done.

"The King of England has asked me to call, as have the Kings of Denmark and Norway. But I think I'll come home with all speed when the show's over in Berlin. Take care of yourselves. Love to you both.

Harry"

I landed to begin the 35-mile motor trip to the airport northwest of Brussels. The road from Antwerp to Brussels was guarded by soldiers from the 137th Infantry Regiment, 35th Division—the division in which I had served as a captain during first World War.

Shortly after noon we arrived at the airfield. After a flight of about three hours and a half we landed at Gatow airfield. Then another automobile caravan took us to our quarters in Babelsberg.

My quarters was a three-story stucco residence at No. 2 Kaiser Strasse which had formerly been the home of the head of the German movie colony. The building, which was promptly designated as the "Little White House," although it was painted yellow, was right on the lake and was surrounded on three sides by groves of trees and shrubbery forming a very beautiful garden that reached down to the lake.

Prime Minister Churchill lived at 23 Ringstrasse in Babelsberg, about two blocks from my residence. Generalissimo Stalin also resided at Babelsberg, about a mile from the Little White House on the way to Cecilienhof where the conference sessions were to be held.

IT was the following morning, July 16, when I met Prime Minister Churchill for the first time. He came to call on me, but I did not feel that I was meeting a stranger. I had seen him on several occasions when he had been in Washington for conferences with Roosevelt, although I had not talked to him then. We had had a number of telephone conversations since I had been President, and in that way a personal contact had already been made.

I had an instant liking for this man who had done so much for his own country and for the Allied cause. There was something very open and genuine about the way he greeted me.

No business of the conference was discussed. I did tell the Prime Minister that I had an agenda which I would like to present at the meeting and asked him if he had one. He said, "No, I don't need one." Then we talked briefly about the latest news in the Pacific.

Churchill and I never had a serious disagreement about anything, although we argued about a great many things. On the fundamentals of great principles we were in complete agreement.

I liked to listen to him talk. But he wasn't very fond of music—at least my kind of music.

Later that day I wrote Mamma and Mary my second letter since leaving Washington:

"July 16, 1945

"Dear Mamma & Mary:—Arrived in Berlin yesterday afternoon about three o'clock and was met by all the Foreign Ministers and

high ranking officials of Great Britain and Russia and a special contingent of American soldiers whom I had to inspect. We then came to a beautiful house on a lake in Potsdam, which formerly belonged to the head of the movie colony. It is said that he had been sent back to Russia—for what purpose I don't know.

"I had a very pleasant visit with the Prime Minister of England this morning, and I am expecting a visit from Marshal Stalin either this afternoon or tomorrow. I hope I shall have an opportunity to write more in detail later, but I want to get this off to you so as to get it in the pouch that is to leave here this afternoon.

"If you will address your letters to the White House with instructions that they be forwarded on to me, I will get them promptly.

"Lots of love to you both. Harry"

The arrival of Marshal Stalin from Moscow was delayed because of a slight heart attack which he had suffered—this was a well-kept secret. He was due to arrive on the following day.

I took advantage of this unscheduled delay in the opening of the conference to make a motor tour of Berlin. I never saw such destruction. A more depressing sight than that of the ruined buildings was the long, never-ending procession of old men, women and children wandering aimlessly along the *Autobahn* and the country roads carrying, pushing or pulling what was left of their belongings. I was thankful that the United States had been spared the unbelievable devastation of this war.

The next day I met Stalin for the first time. He came to pay a visit at the Little White House shortly after his arrival at Babelsberg. He was accompanied by Molotov and by Pavlov, who acted as interpreter. Secretary Byrnes and Admiral Leahy were present, and Charles E. Bohlen acted as my interpreter.

Stalin apologized for being late, saying that his health was not as good as it used to be. It was about 11 o'clock when he came, and I asked him to stay for lunch. He said he could not, but I insisted.

"You could if you wanted to," I told him.

He stayed. We continued our conversation through lunch. I was impressed by him and talked to him straight from the shoulder. He looked me in the eye when he spoke, and I felt hopeful that we could reach an agreement that would be satisfactory to the world and to ourselves.

I was surprised at Stalin's stature—he was not over 5 feet, 5 or 6 inches tall. When we had pictures taken, he would usually stand on the step above me. Churchill would do the same thing. They were both shorter than I. I had heard that Stalin had a withered arm, but it was not noticeable. What I most especially noticed were his eyes, his face and his expression.

I was pleased with my first visit with Stalin. He seemed to be in a good humor. He was extremely polite, and when he was ready to leave, he told me that he had enjoyed the visit. He invited me to call on him, and I promised him I would.

Shortly before 5 o'clock on July 17 I arrived at Cecilienhof Palace in Potsdam for the opening session of the conference.

Premier Stalin opened the meeting by suggesting that I be asked



ABOARD THE "AUGUSTA" Truman passes through the chow line in sailors' mess, where he lunched with some Missouri crew members.

to serve as the presiding officer. Churchill seconded the motion. I thanked them both for this courtesy.

[Truman outlined these four proposals for consideration by the conference: 1) that a Council of Foreign Ministers be established to facilitate drawing up peace treaties and postwar settlements; 2) that the Allied Control Council begin functioning in Germany at once; 3) that the Big Three governments help former satellite and occupied countries hold free elections; 4) that steps be taken to conclude a peace treaty with Italy.]

After submitting the four American proposals, I said that although I considered these questions of the highest importance, I wanted it understood that I might add other items to the agenda. Turning to Churchill and Stalin, I expressed my appreciation for the honor of being designated chairman and said that I would welcome any proposals or suggestions they had in mind. I added that I was glad to be at this conference. I had come with some trepidation, I said, realizing that I had to succeed a man who really was irreplaceable. I was aware that President Roosevelt had been on the friendliest terms with both the Prime Minister and Premier Stalin, and I said that I was hopeful of meriting that same friendship and good will.

Churchill replied that he felt certain that both he and Stalin wished to renew with me the regard and affection which they had had for President Roosevelt, and that he had every hope and confidence that the ties between our nations and us personally would increase.

Stalin, on behalf of the whole Russian delegation, expressed the desire to join in the sentiments expressed by the Prime Minister.

Churchill then proposed that we go ahead with the simple question of the agenda and either deal with the items or refer them to the foreign ministers. The British, Churchill said, wished to add the Polish problem to the agenda.

Stalin spoke next. He set forth the questions Russia wished to discuss. These dealt with 1) the division of the German merchant fleet and navy; 2) reparations; 3) trusteeships for Russia under the United Nations charter; 4) relations with the Axis satellite states; 5) the Franco regime in Spain; 6) the question of Tangier; 7) the problem of Syria and Lebanon; and 8) the Polish question, involving the determination of Poland's western frontier and the liquidation of the London Provisional Government.

Churchill agreed that all aspects of the Polish question should be taken up. He added that the British delegation were submitting their proposed agenda in writing, and suggested that the foreign secretaries meet that night and agree on the items we would discuss the following day. Stalin and I agreed.

Churchill remarked, "The foreign ministers can prepare a menu for us better than we could at this table, so tomorrow, we will have prepared for us the points which are most agreeable—or, perhaps, I should say, the least disagreeable."

Stalin rejoined that all the same, we would not escape the disagreeable ones.

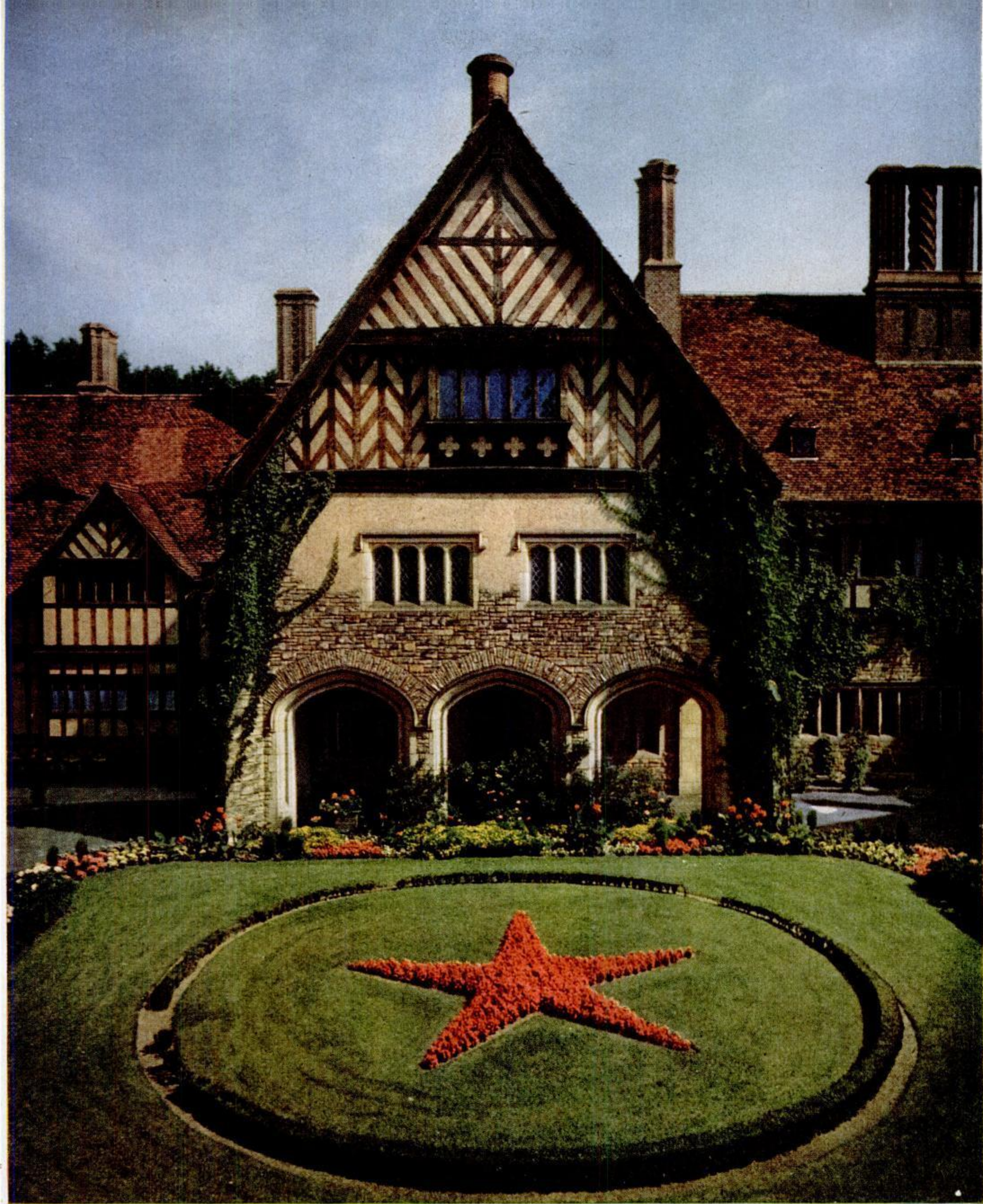
Before adjourning the first session, I asked if there were any further suggestions. Stalin brought up the question of the Council



GERMAN DPs like the ones that depressed Truman on his first trip through Berlin trudge past Soviet publicity display for the conference.

TEXT CONTINUED ON PAGE 181

PICTURES NEXT FOUR PAGES



POTSDAM PALACE where the Big Three and their advisers conferred was Cecilienhof, which was completed during World War I by German

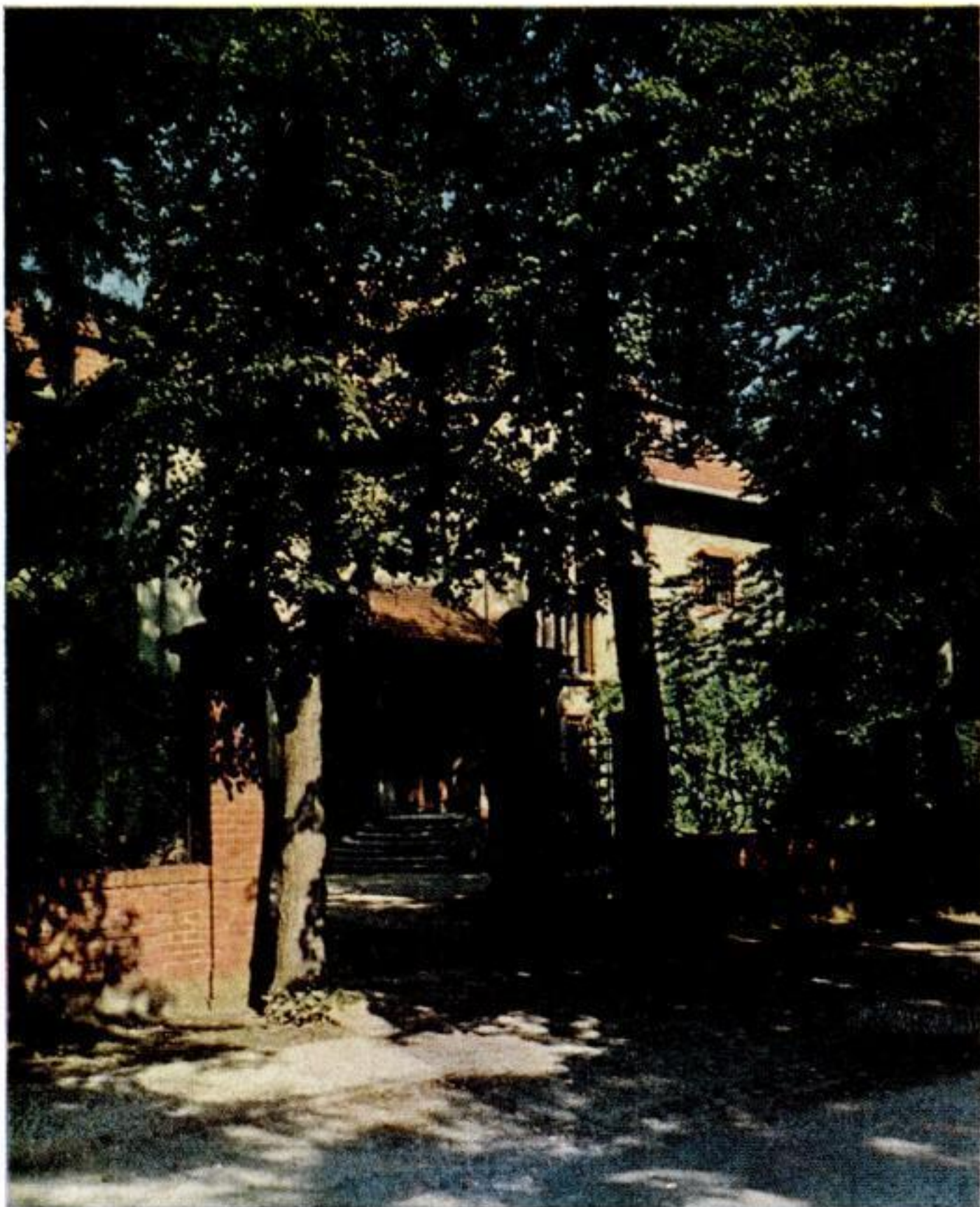
Crown Prince Wilhelm. It was carefully refurbished for the parley by the Soviets, who also planted the huge floral red star in the courtyard.

ROYAL SETTING FOR BIG THREE

Harry Truman made his first appearance on the world stage at a place which had for centuries been both a focus of history and the seat and symbol of the German militarism which had just received its most crushing defeat. At Potsdam the 17th Century electors of Brandenburg had directed the campaigns and policies which built their small state into the kingdom of Prussia. Here on the banks

of the Havel River, 17 miles southwest of Berlin, in the 18th Century Frederick the Great in his palace of Sans Souci talked philosophy with Voltaire, played the flute for Bach and planned the battles that made Prussia a European power. At Potsdam lived the militaristic kaisers. On these pages the Potsdam buildings that Harry Truman saw and worked in are shown as they look today.

Photographed for LIFE by JAMES WHITMORE



"LITTLE WHITE HOUSE," actually a peeling yellow, where Truman stayed was once film producer's home. It now houses Communist offices.



BANQUET HALL in the Cecilienhof was scene of a sumptuous Russian buffet which Truman describes in this instalment of his memoirs.



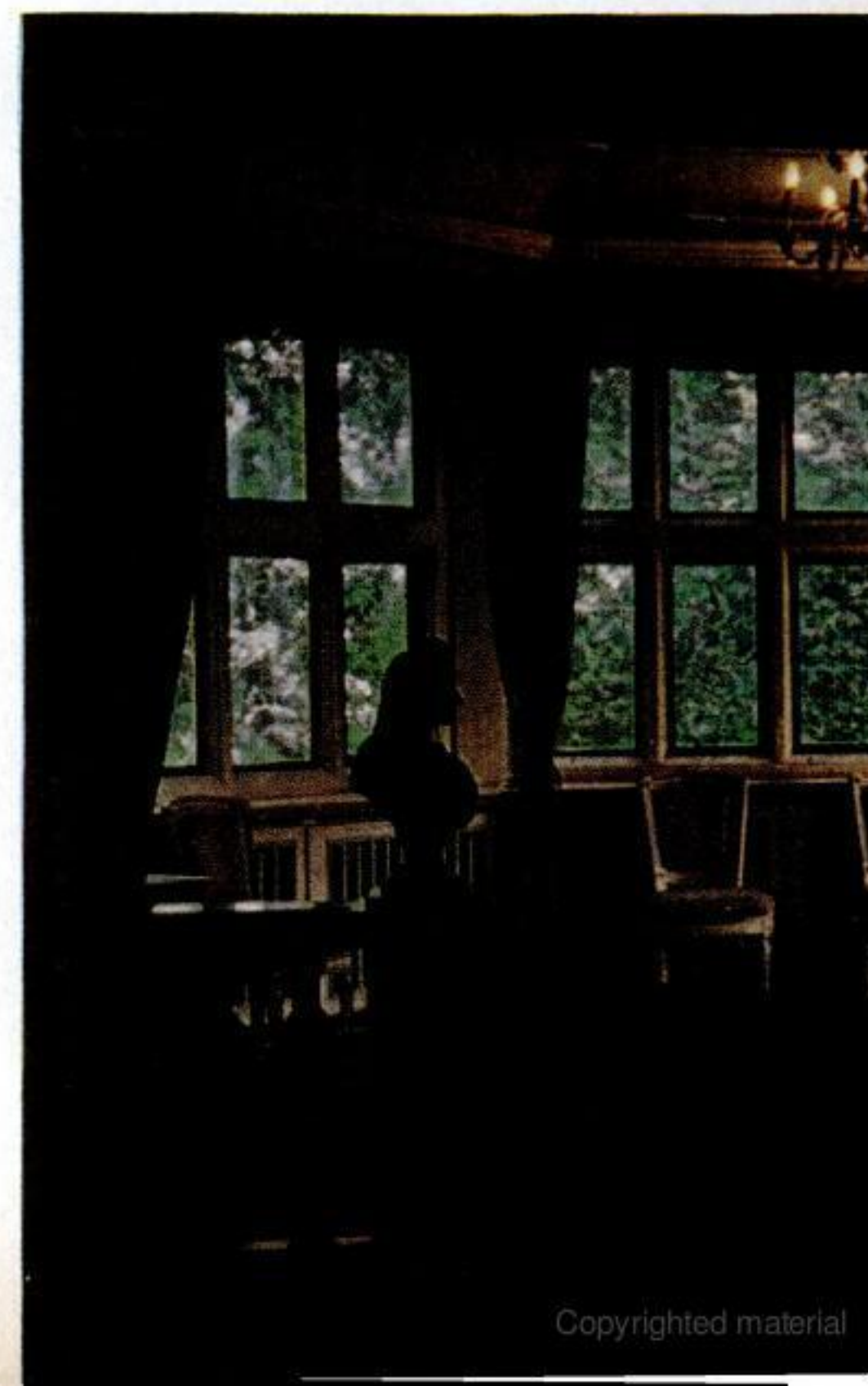
U.S. DELEGATION'S ROOM adjoined the main conference hall at the Cecilienhof. This

was where Truman and his assistants prepared their material for the daily afternoon sessions.

PALACE IS A

Potsdam, since it lies in the East German Zone, has been carefully preserved as a Soviet tourist and peace propaganda exhibit. When LIFE's team finally wangled permission to visit and photograph the conference buildings, they were shunted around by their East German guides who stoutly

CECILIENHOF PIANO is proudly pointed out by the tourist guides as one that Truman





With its bas-reliefs of instruments, this was a music room for Crown Prince Wilhelm and his princess, Cecilie, after whom palace was named.



STALIN'S VILLA is now a high spot for Communist sightseers. House was later used by Zhukov when he headed Russian occupation forces.

RED SHRINE

denied that Truman had ever occupied the house on what is now Karl Marx Strasse where, in actual fact, he had stayed. They insisted that Molotov had stayed there and kept the photographer from getting inside, possibly because the house has not been kept up. Stalin's house is in fine condition.

played for Stalin, although the performance actually took place at "Little White House."



STALIN'S STUDY at Cecilienhof is dominated by big desk where Soviet leader sat. Room

is now decorated with portrait of Stalin and books he supposedly read during conference.

CONTINUED



CONFERENCE HALL, where Truman sometimes got so impatient he "felt like blowing the roof off the Palace," is still arranged as it was

when meeting adjourned. Big Three sat in larger, gilt-ornamented chairs, Truman in left foreground, Churchill at left near window, Stalin at right.

THE TRUMAN MEMOIRS CONTINUED

of Foreign Ministers which I had proposed at the beginning of the meeting. He objected to the inclusion of China.

I explained that China had been suggested as a member of the proposed Council because she was one of the five members of the Security Council.

Churchill said that he could foresee no difficulty in reconciling our different objectives. Until the Japanese were defeated, he said, there would be difficulties in China's having an important role in settling the tangled problems of Europe—"the volcano from which war springs." I said that I would not object to the exclusion of China from the Council until the war with Japan was ended. At Stalin's suggestion, I referred the whole question to the foreign ministers to consider and submit recommendations to us at a later date.

Stalin quipped, "As all the questions are to be discussed by the foreign ministers, we shall have nothing to do."

Stalin's wry humor was frequently in evidence during the meeting. When Churchill suggested that the foreign ministers look into the question of there being four or five members on the Council, the Russian interrupted him to say, "Or three members?"

I told Stalin and Churchill that we should discuss the next day some of those points on which we could come to a conclusion. Churchill replied that the secretaries should give us three or four points—enough to keep us busy.

I said I did not want just to discuss. I wanted to decide.

Churchill asked if I wanted something in the bag each day.

He was as right as he could be. I was there to get something accomplished, and if we could not do that, I meant to go back home. I proposed that we meet at 4 o'clock instead of 5 in order to get more done during the time we would be meeting. The others agreed to this. I then proposed we adjourn.

Stalin agreed to the adjournment, but said there was one question he would like to raise first: Why did Churchill refuse to give Russia her share of the German fleet? Churchill explained that he thought the fleet should be destroyed or shared, saying that weapons of war are horrible things and that the captured vessels should be sunk. Whereupon Stalin said, "Let us divide it," adding, "If Mr. Churchill wishes, he can sink his share."

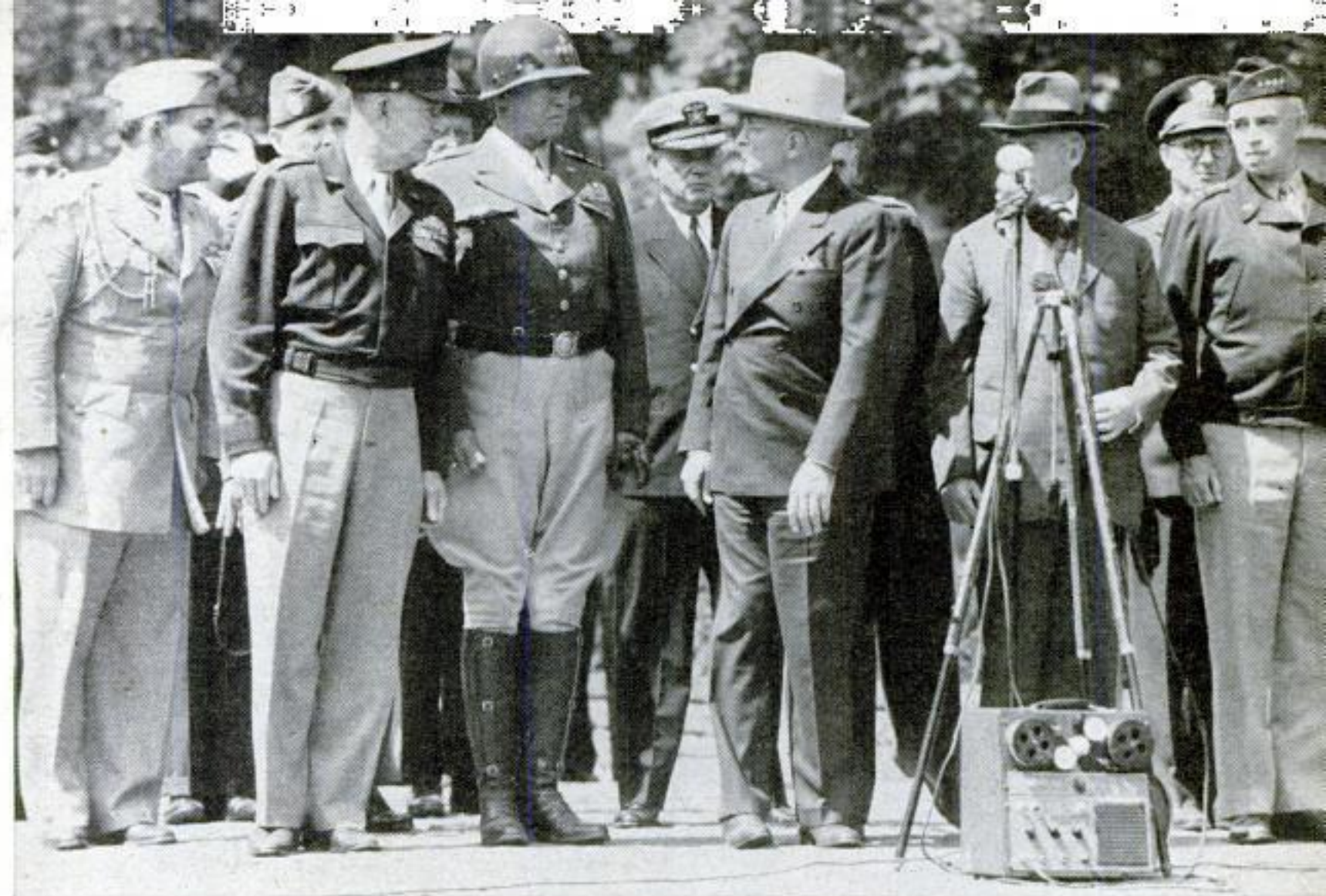
Following the adjournment of the first meeting, we were invited into a large banquet room in Cecilienhof Palace where the Russians entertained at a lavish buffet dinner spread on a tremendous table about 20 feet wide and 30 feet long. The table was set with everything you could think of—goose liver, caviar, all sorts of meats, cheeses, chicken, turkey, duck, wines and spirits. The major-domo in charge was from Moscow's leading hotel. He spoke English and was very careful to show the greatest respect for all the heads of government and their foreign ministers.

On our way back to Babelsberg it was necessary for us to drive through various parts of the Russian zone. Admiral Leahy and Secretary Byrnes were with me, and at one of the crossings our car was stopped by a Russian lieutenant. The delay was no more than a matter of minutes, for we were quickly identified by other Russian officers arriving on the scene. These officers proceeded to scare the life out of the lieutenant for making such a blunder. Leahy turned to me and said, "I'll bet that lieutenant is shot in the morning."

I worked late that evening on a big batch of mail that had arrived from Washington. At 11 p.m. my nephew, Harry Truman,



SETTLING DOWN TO WORK on the third day of talks, Truman (*far right*) emphasizes point while Stalin (*far left*) listens. In discussion which followed Truman threatened to "pack up and go home."



WITH EUROPEAN COMMANDERS Truman attends flag-raising at U.S. headquarters in Berlin. Generals Eisenhower and George Patton are at left in row behind Truman, General Omar Bradley at far right.

arrived for a few days' visit. I had mentioned to General Lee a few days earlier in Antwerp that my nephew was in the European theater and that I would like to see him. They found him on board the *Queen Elizabeth* in Glasgow harbor ready to sail for home, but General Lee got him off the ship in time and had him flown to Babelsberg. I introduced him to all the heads of government and the members of my party, and after three days, Sergeant Truman was put on our communications plane, which carried mail between Washington and Potsdam, and was flown to the United States.

'Who let them in?'

CHURCHILL opened the second meeting of the conference by raising a question of the relation of the press to the conference. He complained that there were many representatives of the press outside the well-guarded fortress in which the conference was taking place, and they were raising a great cry in the world press regarding the inadequacy of their access to information.

"Who let them in?" Stalin shouted in a loud voice.

Churchill told the Premier that the press was being kept outside the compound. If his colleagues agreed, Churchill said he was willing to have a talk with the press, not to explain the work of the meeting, but rather why the press must be excluded.

I saw no need for this. I pointed out that each delegation had a press representative here and suggested that it be left to them to handle.

Churchill agreed, saying, "I only offered myself as the lamb and, in any event, I would only go if the Generalissimo agreed to rescue me."

I think Churchill enjoyed the reaction of his colleagues to the dramatic suggestion of his acting as spokesman in a situation such as this one.

At this second meeting I placed on the agenda three topics submitted to the conference by the foreign ministers. The first dealt with a redraft of the American proposal for setting up a Council of Foreign Ministers. It provided that the Council be made up of those countries which had already signed terms of surrender with the enemy. This left the door open for China to participate in the Council later at the close of the war with Japan. Therefore, this proposal was acceptable to us.

In the discussion on the submission of all treaties to the United Nations, Stalin observed that this made no difference, as "the three powers would represent the interests of all."

That was Stalin's viewpoint all the way. His viewpoint was that Russia, Britain and the United States would settle world affairs, and that it was nobody else's business. I felt very strongly that participation of all nations, small and large, was just as important to world peace as that of the Big Three.

The session adjourned at 6 o'clock, after meeting only an hour and 45 minutes. I was beginning to grow impatient for more action and fewer words.

Late that night I talked with Mrs. Truman in Independence via



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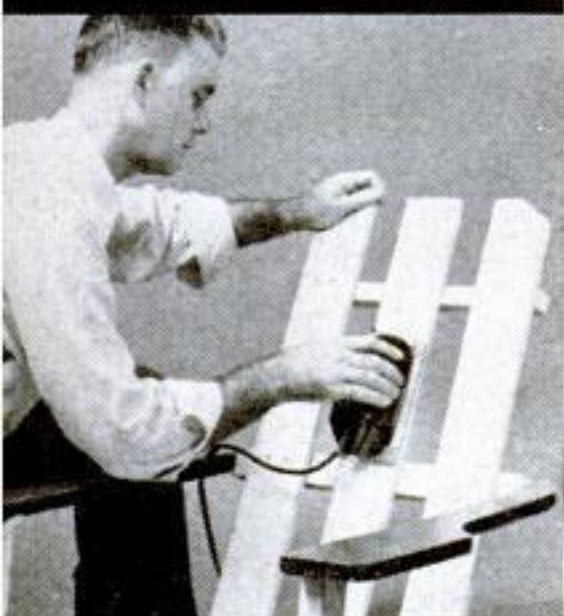


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TUSCALOOSA—Tuscaloosa Hardware Co.

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CASA GRANDE—O. S. Stapley
MESA—O. S. Stapley
PHOENIX—O. S. Stapley
AND AT ALL—
W. P. Fuller Co. Branches & Dealers

ARKANSAS

EL DORADO—The Tool Room
FAYETTEVILLE—Linkway Stores Co.
FORT SMITH—Farris Hardware
HOT SPRINGS—F. C. Stearns Hardware
LITTLE ROCK—Industrial Equipment &
Supply Co.
AND AT ALL—
Gamble's Stores
Oklahoma Tire & Supply Co. Stores

CALIFORNIA

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602 E. Artesia Blvd.
BERKELEY—Berkeley Hardware Co.
2109 University Ave.
EL MONTE—Crawford's
FRESNO—Walter Hyde Co.
1331 Fulton St. & Other Stores
FRESNO—Fresno AG Hardware
2704 Blackstone Ave.
GLENDORA—J. M. Reed
HAWTHORNE—United Hardware Co.
LONG BEACH—Imperial Hardware
437 American Ave.
LOS ANGELES—Broadway Hardware
7419 S. Broadway
LOS ANGELES—Dillen Hardware
4615 Whittier Blvd.
MONROVIA—Valley Hardware
ONTARIO—Drew Carriage Co.
ORANGE—Orange Hardware Co.
ORINDA—Orinda Hardware
PALO ALTO—Palo Alto Hardware Co.
PANDRAMA CITY—Panorama Hardware
PARAMOUNT—Fred W. Ehrmann Hdw.
PASADENA—Lamanda Hardware
2332 E. Colorado
PASADENA—Pasadena Hardware Co.
121 E. Union
POMONA—Pomona Valley Hardware
REDDING—J. L. Le Lèvre & Son
REDA—Whitmore Hardware
RICHMOND—Ahart Hardware Co.
SACRAMENTO—Emigh Hardware Co.
Country Club Center
SACRAMENTO—Hollywood Hardware
1511 Freeport Blvd.
SACRAMENTO—Newbert Hardware
1700 7th St.
SAN BERNARDINO—G. M. Cooley
Hardware, 383 Third St.
SAN FRANCISCO—Chas. Brown & Sons
813 Market St.
SAN FRANCISCO—Center Hardware
Fourth & Brannan Sts.
SAN FRANCISCO—Fredericksen Hardware
Co., 3029 Fillmore St.
SAN FRANCISCO—Macy's Hardware Dept.
San Francisco & Hillside Stores

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Appliances, 964 Madison Ave.
NEW HAVEN—The John E. Bassett & Co.
754 Chapel St.
NEW HAVEN—Woodcraft Supply Co.
694 State St.
SO. NORWALK—J. M. Kiff Co., 36 Water St.
STAMFORD—Kamps Hardware
Opposite Post Office, 384 Atlantic St.
STRATFORD—H. C. Lovell & Co.
WESTPORT—Westport Hardware

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WILMINGTON—Town & Country Hdw. Co.

DISTRICT OF COLUMBIA

WASHINGTON—Fragar Hardware
1115 & 2301 Pennsylvania Ave., S.E.
AND AT ALL—
Joseph Bumbly Hardware Co.

FLORIDA

FT. LAUDERDALE—Duncan Edward Co.
So. Andrews at 6th St.
OCALA—Marion Hardware Co.
ORLANDO & WINTER PARK—
Joseph Bumbly Hardware Co.

GEORGIA

AMERICUS—Americus Hardware Co.
ATHENS—Farmers Hardware of Athens
ATLANTA—Buckhead Hardware Co.
3059 Peachtree Road, N.E.
ATLANTA—Dux-Mixture Hardware Co.
BRUNSWICK—Georgia Hdw. & Marine
DECATUR—Clark Equipment Co.
ROME—Owens Hardware Co.
SAVANNAH—Peoples Hardware Co.
125-127 W. Congress St.
SAVANNAH—White Hardware Co.

IDAHO

POCATELLO—Bittlines
TWIN FALLS—Kregel's Hardware
218 Second Ave. South
AND AT ALL—
W. P. Fuller Co. Branches & Dealers

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ALTON—Thrift Hardware & Supply Co.
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ELGIN—Henry Muntz & Sons Co.
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FREEPORT—Hepler Hardware
GLENNVIEW—Builders Hardware & Paint Co.
GURNEE—Gurnee Hardware
JOLIET—Barrett Hardware Co.
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ROCKFORD—Nicholson Hardware Co.
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SYCAMORE—Sycamore Hardware Co.
URBANA—Tegger Hardware
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Coast to Coast Stores
Gamble's Stores

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LAFAYETTE—Moore & Kemple Hdw. Co.
LOGANSPORT—Flanigan Ace Store
MUNCIE—Johnson Hardware Co.
SOUTH BEND—G. E. Meyer & Son
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CHICAGO 22—Winer Hardware Co.
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DECATUR—Black & Co. Hardware Stores
DIXON—Massey's Ace Store
EAST ST. LOUIS—Stenman Furniture &
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ELGIN—Elgin Lumber & Supply Co.
222 Douglas Ave.
ELGIN—Henry Muntz & Sons Co.
150-152-154 Brook St.
FREEPORT—Hepler Hardware
GLENNVIEW—Builders Hardware & Paint Co.
GURNEE—Gurnee Hardware
JOLIET—Barrett Hardware Co.
65 Ottawa St.
LINCOLNWOOD 30—Lincolnwood Hdw.,
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MOLINE—Trevor Hardware Co.
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Lincoln Village Shopping Center
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CHICAGO—Elison's Hardware & Paint
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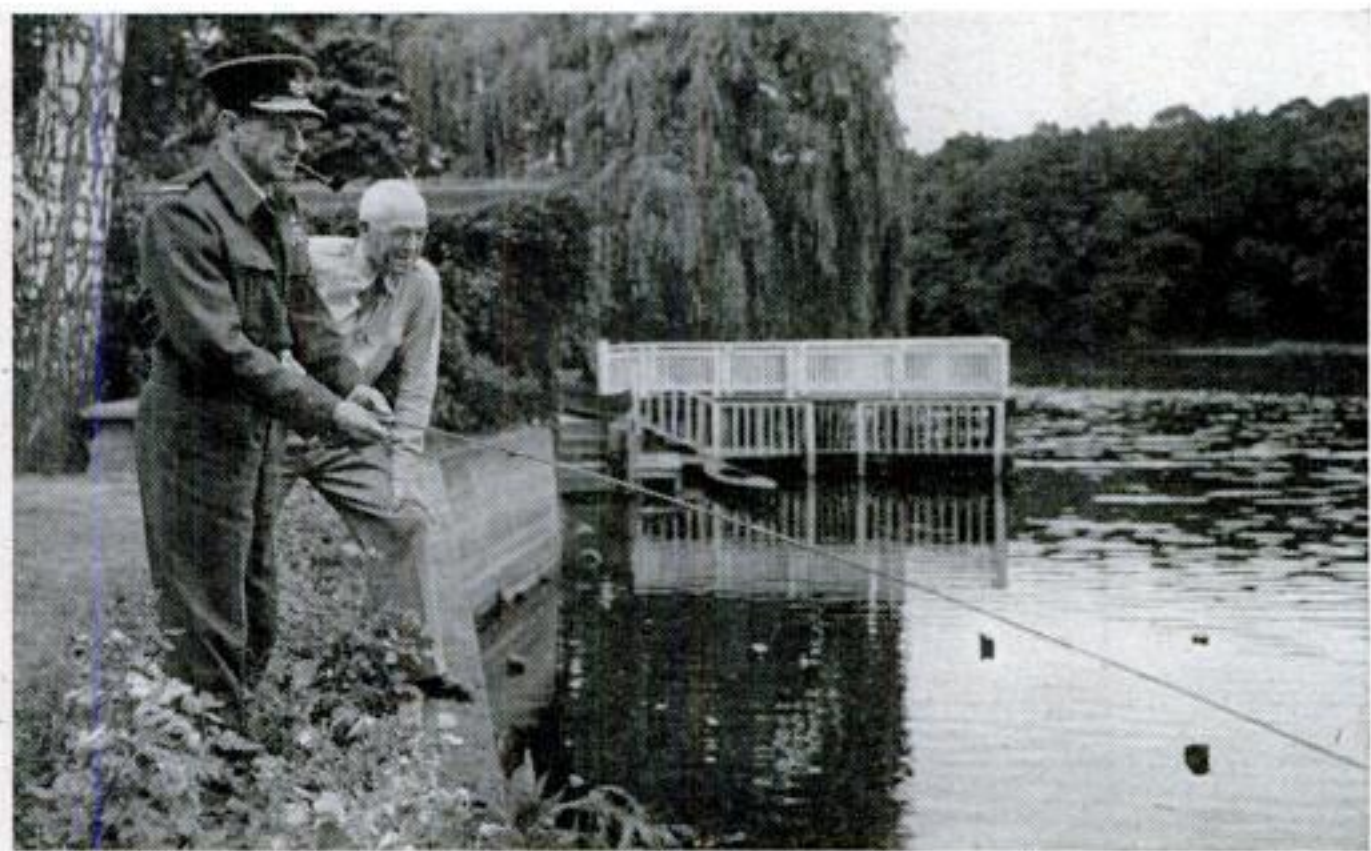
transatlantic radio-telephone. It was the first call from Berlin to America since 1942. The connection was just as clear as if it had been between Independence and Washington.

At the third session on July 19 we turned our attention to Yugoslavia. Stalin said that we could not discuss this question because the Yugoslavs were not present to be heard, and they were allies.

Eden spoke up to say that the Big Three had agreed upon a declaration at Yalta, although no Yugoslavs were present.

Stalin replied that, when they met at Yalta, there had been two Yugoslav governments, but now there was one legitimate government.

Churchill inquired if Stalin meant the government of Tito



ALLIED AIR CHIEFS Sir Charles Portal of RAF (left) and U.S. General H. H. Arnold, whose planes devastated nearby Berlin, fish in a peaceful Potsdam lake as a respite from their conference work.

or that of Subašić. He said that the Yugoslavs were in extreme disagreement.

Stalin replied that this was the first time he had heard about it. He proposed that Yugoslav representatives be summoned to tell them about the situation.

I asked whether, on the basis of the Prime Minister's information, we should send for the Yugoslav representatives.

Churchill answered that he was disappointed at the way things had turned out in Yugoslavia.

Stalin charged that Churchill was going on with the discussion without answering the presiding officer's question. Then followed an exchange between Churchill and Stalin concerning the calling of the Yugoslav representatives.

I felt that I had heard enough of this. I told Churchill and Stalin that I had come to the conference as a representative of the United States to discuss world affairs. I did not come there to hold a police court hearing on something that was already settled or which would eventually be settled by the United Nations. If we started that, I said, we would become involved in trying to settle every political difficulty and would have to hold hearings for a succession of representatives including de Gaulle, Franco, and others. I told them frankly that I did not wish to waste time listening to grievances but wanted to deal with the problems which the three heads of government had come to settle. I said that if they did not get to the main issues, I was going to pack up and go home. I meant just that.

Stalin laughed heartily and said he did not blame the President for wanting to go home; he wanted to go home, too.

Our final topic on the agenda for the day had to do with British and American oil equipment in Romania.

Churchill said that the British had submitted a paper on this subject which they thought the foreign ministers could agree upon, and suggested that it be referred to them first.

Stalin said he thought this was a trifling matter which could be settled through diplomatic channels without raising it at this conference.

The reason Stalin insisted that this was a "trifling matter" was that he had obtained possession of equipment that belonged

CONTINUED



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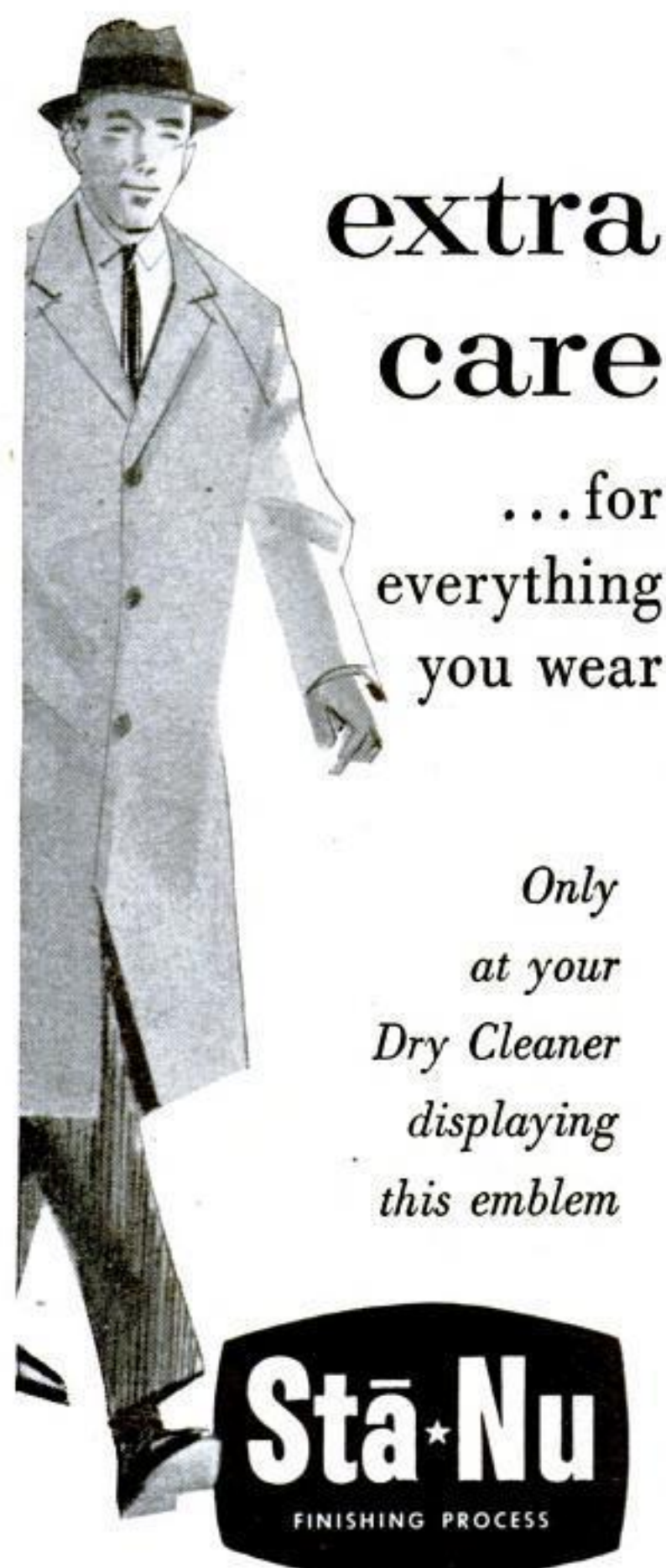
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 CLEVELAND—Greene Hardware Co.
 7649 Broadway
 CLEVELAND—Home Hardware & Supply Co.
 11630 Clifton Blvd.
 CLEVELAND—Ideal Hardware & Home Supply
 1719 E. 55th St.
 CLEVELAND—Seitz-Agin Hardware
 2271 Lee Road
 CLEVELAND—South Hills Hardware
 4485 Broadview Road
 COLUMBIANA—Lehman Hardware Co.
 COLUMBUS—Cohagan Hardware
 4000 E. Broad St.
 COLUMBUS—Zettlers Stores
 DAYTON 9—The Seitz Hardware Co.
 145 Stroop Road
 DAYTON 2—The G. W. Tischer Hardware
 25 E. Second St.
 EUCLID—Griffin Hardware
 22336 Lakeshore Blvd.
 LOCKLAND—Carlson Hardware & Appliances
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 LOUISVILLE—J. B. Metzger Co., 204 E. Main St.
 MAPLE HEIGHTS—Maple Heights Hardware
 PARMA—C. M. Fox Hardware
 ROCKY RIVER—F. S. Ingersoll
 TOLEDO—The Hampe Co., 321 Superior St.
 TOLEDO—Horn Hardware, 1224 Broadway
 TOLEDO—J. A. Lickendorn Co., 2726 Monroe St.
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 ENID—Long-Bell Lumber Co.
 OKLAHOMA CITY—John A. Brown Co.
 OKLAHOMA CITY—Peck Hardware & Appliances, 9215 N. Penn—Casady Square
 TULSA—Shaggs Drug Center, 421 S. Main
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 SALEM—George E. Allen Hardware
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 ALLENTOWN—Handyman's Shop
 1431 S. Fourth St.
 ALTOONA—Wolf Furniture & Appliance Co.
 BETHLEHEM—Frank Supply Co.
 BLOOMSBURG—E. R. Beers Electric Co.
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 DONORA—Donora Hardware & Electric Co.
 DREXEL HILL—E. K. Marshall Co.
 3621 Garrett Road
 EASTON—Miller Bros., 17 S. Second St.
 GLENSHAW, PITTSBURGH—Alberts Self
 Service Dept. Store, Highway Route 8
 HARRISBURG—Gable's, 111-119 S. Second St.
 JOHNSTOWN—Glosser Bros. Dept. Store
 Franklin St.
 LANCASTER—Reilly Bros. & Raub
 LEVITTOWN—Pomeroy's
 PHILADELPHIA—E. J. Driver Hardware
 2610 Germantown Ave.
 PHILADELPHIA—Gimbel Brothers
 PHILADELPHIA—Hycraft Hardware
 4411 Frankford Ave.
 PHILADELPHIA 5—Lit Brothers
 PHILADELPHIA 7—Murta-Appleton Co.
 Sanson St. at 17th
 PHILADELPHIA 44—Power Tool Sales & Service, 58 W. Queen Lane
 PHILADELPHIA—Ree Brothers Hardware
 7711 Ogontz Ave.
 PHILADELPHIA 20—Joseph Weber
 5512 No. Fifth St.
 PHILADELPHIA—Weinstein Hardware
 6501 Woodland Ave.
 PITTSBURGH—Daum & Helm Hardware Co.
 625 E. Ohio St.
 PITTSBURGH 19—Gimbels Dept. Store
 Smithfield St.
 PITTSBURGH 26—Sam's Hardware
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 7233 Frankstown Ave.
 READING—Winters Hardware Co.
 9th & Buttonwood Sts.
 SCRANTON—Foot & Becker Co.
 UPPER DARBY—Paul J. Devitt
 69th & Ludlow Sts.
 WILKES-BARRE—Lewis & Bennett Hardware
 WILLIAMSPORT—Ace Locksmith
 YORK—York Paint & Hardware Co.</p> <p>RHODE ISLAND
 PROVIDENCE—East Side Hardware Co.
 166 Wickenden St.
 PROVIDENCE—Mount Pleasant Hardware Co.
 1097 Chalkstone Ave.</p> | <p>SOUTH CAROLINA
 CAYCE—Ruff Hardware Co.
 COLUMBIA—Ruff Hardware Co., Five Points
 FLORENCE—Barringer Hardware Co.
 SPARTANBURG—Williamson's
 WEST GREENVILLE—Brezeale Hardware Co.</p> <p>SOUTH DAKOTA
 RAPID CITY—Shoun Hardware
 SIOUX FALLS—Johnson Hardware
 WATERTOWN—Baxter Brothers
 AND AT ALL—
 Ace Hardware Stores
 Coast to Coast Stores
 Gamble's Stores
 Marshall-Weiss Stores
 Our Own Hardware Stores</p> <p>TENNESSEE
 CHATTANOOGA—Miller Bros. Co.
 CHATTANOOGA—St. Elmo Hardware Co.
 KNOXVILLE—Royal Jewelers, 504 S. Gay St.
 KNOXVILLE—Woodruff's, 424 S. Gay St.
 NASHVILLE—Ingelwood Hardware & Lumber Co., 3214 Gallatin Road
 NASHVILLE—Keith-Simmons Co.
 414 Union St.
 AND AT ALL—
 Gamble's Stores</p> <p>TEXAS
 AMARILLO—Bagot Hardware Co.
 AMARILLO—Fadway Stores
 ARLINGTON—Arlington Hardware
 ARLINGTON—Chas. P. Davis Hardware Stores
 (2 Stores)
 BROWNSVILLE—Wm. Andresen, Hardware-
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 BROWNSVILLE—Hunters Hardware & Electric
 Service, 115 Paredes Line Road
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 127 Walnut Hill Village
 FORT WORTH—Hemphill Hardware
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 HOUSTON—Davids Hardware Co.
 (All Stores)
 HOUSTON—Foley's
 HOUSTON—Martin Hardware Co.
 6219 Jensen Drive
 HOUSTON—Morrison Hardware & Lumber Co.
 12732 Market St. Road
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 SAN ANTONIO—Souder Hardware
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 Gamble's Stores
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 SALT LAKE CITY 9—Kethum Builders Supply
 Co., 4th South & 7th West
 SALT LAKE CITY—Pehrson Hardware & Appliance, 2102 S. Eleventh East
 AND AT ALL—
 W. P. Fuller Co. Branches & Dealers</p> <p>VERMONT
 BURLINGTON—Strong Hardware Co.</p> <p>VIRGINIA
 ARLINGTON—Arlington Hardware
 ARLINGTON 1—Brynhill Supply Co.
 ARLINGTON—Hecht Co.
 DANVILLE—Danville Hardware Co.
 LYNCHBURG—Stokes Hardware Co.
 NORFOLK—Lum's Hardware Corporation
 517 Park Ave.—3101 Broad Creek Road
 PORTSMOUTH—Standard Hardware Corp.
 RICHMOND—AJ L. Lorraine Hardware Co.
 3114 W. Cary St.
 RICHMOND—Pleasants Hardware
 1807 W. Broad St.
 ROANOKE—Waldrop-Price Hardware
 VIRGINIA BEACH—Fuel, Feed & Bldg.
 Supplies</p> <p>WASHINGTON
 RICHLAND—Richland Supply Co.
 SEATTLE—Airport Hardware
 5515 Airport Way
 SEATTLE—Barrett Hardware Co.
 12230 Aurora Ave.
 SPOKANE—Dennow's Hardware Stores
 TACOMA—Washington Hardware Co.
 AND AT ALL—
 Coast to Coast Stores
 W. P. Fuller Co. Branches & Dealers
 Marshall-Weiss Stores</p> <p>WEST VIRGINIA
 CHARLESTON 24—Farmers Hardware & Seed Co.
 HUNTINGTON—C. M. Love & Co.
 MORGANTOWN—General Woodworking Co.
 PARKERSBURG—Newberry General Hardware
 WHEELING—Showers Hardware Co.</p> <p>WISCONSIN
 APPLETON—Schlafer Supply Co.
 BELoit—Dallman Hardware Co.
 GREEN BAY—Van's Supply & Equipment Co.
 KENOSHA—P & G Stores
 LA CROSSE—A. Kroner Co.
 MADISON—Coyle Hardware Co.
 MADISON—Wolff-Kubly-Hirig
 MILWAUKEE—Bay Shore Hardware Co.
 4517 N. Oakland Ave.
 MILWAUKEE—Hilgendorf Hardware
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 MILWAUKEE—Schuster's
 SHEBOYGAN—H. C. Prange Co.
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TRUMAN CONTINUED

to the United States and Great Britain. It was funny to watch him. Every time there was something like this, where the Russians had stolen the coffin and disposed of the body, he was always very careful to insist that it be settled through diplomatic channels.

On the evening following the third afternoon session, I entertained at a state dinner held in the Little White House.

Music was by a special concert orchestra. The pianist, Sgt. Eugene List, played Chopin's great *Waltz in A-Flat Major, Opus 42* and several Chopin nocturnes. Stalin was a Chopin fan. Churchill did not care much for that kind of music. Since I had been told previously that Stalin was fond of Chopin, I had asked Sergeant List to brush up on his Chopin. The piano was not a good concert instrument, but List did a good job.

I took a hand in the musical program, and when I was asked to play the piano, I offered Paderewski's *Minuet in G*, one of my favorites.

Churchill orates for the record

I CALLED the fourth meeting of the Potsdam Conference to order at 4:05 p.m. Turning next to the question of policy toward Italy, I stated that I stood behind the draft which I had submitted at the opening session. This called for a series of simple obligations to replace the surrender terms so that Italy might be freed of occupation restrictions.

Churchill was reluctant to abandon the terms of the Italian surrender and made a long speech on the subject.

Churchill always found it necessary in cases of this kind, particularly where the Mediterranean was involved, to make long statements like this and then agree to what had already been done. He was apparently making a record for use later by the British when the peace treaties were really and actually negotiated. On several occasions when Churchill was discussing something at length, Stalin would lean on his elbow, pull on his mustache, and say, "Why don't you agree? The Americans agree, and we agree. You will agree eventually, so why don't you do it now?" Then the argument would stop. Churchill in the end would agree, but he had to make a speech about it first.

Stalin observed that Italy had committed great sins. The Italians had fought on the Don and in the Ukraine, he pointed out, but it would be incorrect to be guided by injuries or feelings of retribution. The question then was whether we wanted Italy on the side of the United Nations. This determined everything, in his opinion, and the same principle applied to the other satellites.

Stalin pointed out that there had been many difficulties and sacrifices caused them by the satellite states. Bulgaria, he thought, should be punished for causing harm to the Allies, Yugoslavia and Greece. The armistice terms provided for reparations to be paid to these two countries and he told us "not to worry, for the Russians would compel this payment."

What he meant was that the Russians would steal it if they could not get it any other way.

Stalin continued to speak for a considerable time. It was about the longest speech he was to make in the whole conference. He never used notes, although he might turn to Molotov or Vishinsky once in a while. He would talk for about five minutes; then Pavlov would translate. Stalin knew exactly what he wanted to say and what he wanted to obtain. He spoke in a quiet, inoffensive way.

Our discussion of Italian policy followed the course of most subjects we had touched on so far: It was referred to the foreign secretaries for study.

After the session adjourned, I returned immediately to Babelsberg, where I was pleased to find Colonel L. Curtis Tiernan, Chief of Army Chaplains in the European Theater, at the Little White House. Monsignor Tiernan had been chaplain of the 129th Field Artillery of the 35th Division, in which I had served during World War I. During the night rides of my field artillery outfit (I was C.O. of Battery D) Monsignor Tiernan—or the Padre, as we all affectionately called him—would ride with me at the head of the outfit, and we would discuss all the ills of the world, both political and religious. He is one of the

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best-informed men I have ever known and one of the kindest. He is a good man, and that says everything necessary about him. The Monsignor was stationed in Paris during the Second World War. When I first landed at Antwerp, I had asked that he be brought to Potsdam for a visit.

[The next session of the conference began with a long wrangle over Poland, a subject that had for months been a principal point of difference between the Soviets and the Western Allies.]

I was getting tired of sitting and listening to endless debate on matters that could not be settled at this conference, yet took up precious time. I was anxious also to avoid any sharpening of the



ON FIRST SUNDAY at Potsdam, Truman leaves services with Monsignor Curtis Tiernan, a chaplain in Truman's old regiment.

verbal clashes in view of the more immediate and urgent questions that needed to be settled. I was becoming very impatient, and, on a number of occasions, I felt like blowing the roof off the Palace.

Stalin recapitulated his claims for Polish control of the arable lands and the coal mines of Silesia, saying that his policy was to make things difficult for the Germans, so that German power would not rise again. The less industry there was in Germany, the greater would be the market for American and British goods. Germany was a dangerous business rival, he said, unless we kept her on her knees.

It seemed to me that nothing remained to be said except to repeat in all frankness where I stood: I could not agree to the separation of the eastern part of Germany.

Stalin too apparently had decided there was nothing to be gained by continuing this.

"Are we through?" he asked, abruptly.

Churchill suggested that we were hardly through, but that we should turn now to more agreeable things.

I announced that the conference had apparently reached an impasse on this matter and that the session was adjourned.

That evening Stalin gave a state dinner. It was quite an occasion, and I described parts of it in a letter to Mamma and Mary two days later:

"Berlin, July 23, 1945

"Dear Mamma & Mary:—Your letter of the 16th came yesterday and those of the 17th and 19th came this morning. I am most happy to hear from you. I suppose the radio keeps you well informed on my movements.

"The conference has met every day since the 17th. Many things have been accomplished and many more which should be accomplished have not been acted upon. But we have time yet to get most of them in some sort of shape for a peace conference.

"Stalin gave his state dinner night before last, and it was a wow. Started with caviar and vodka and wound up with watermelon and champagne, with smoked fish, fresh fish, venison, chicken, duck and all sorts of vegetables in between. There was

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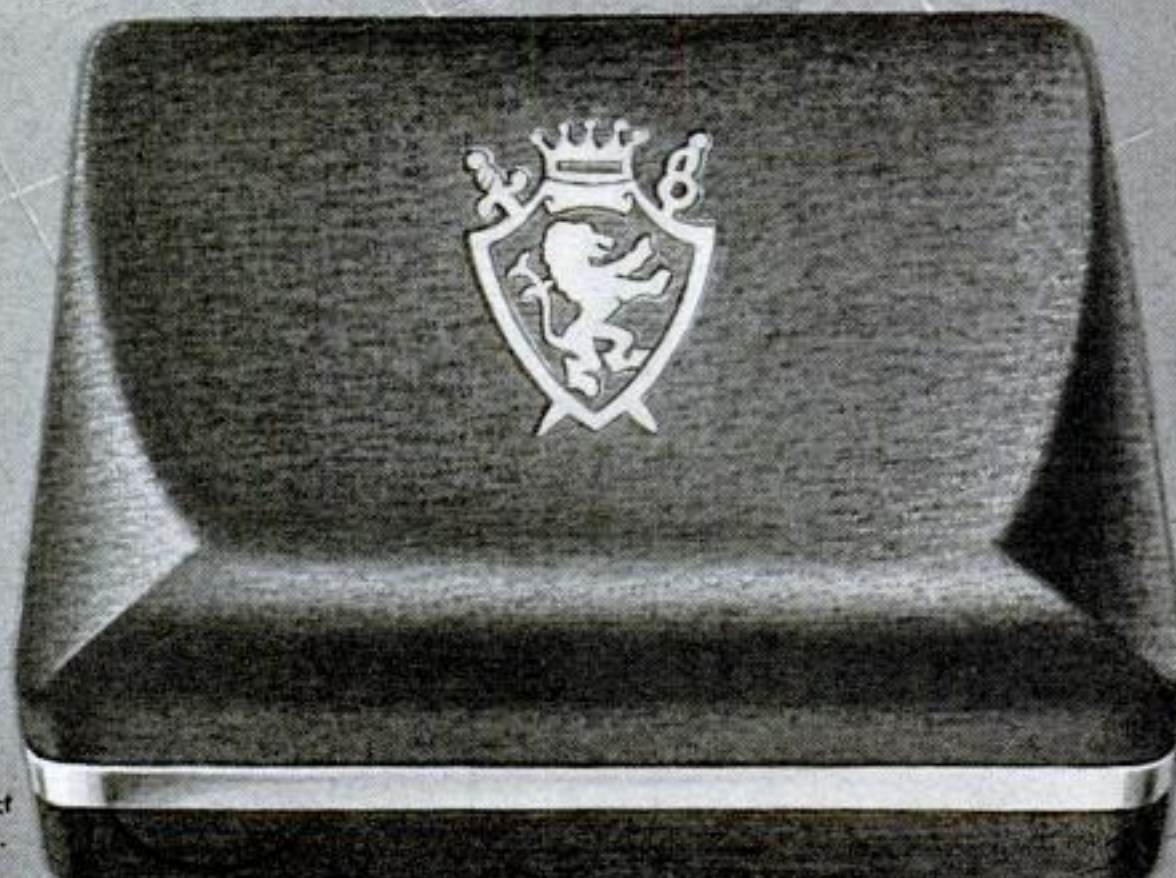
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TRUMAN CONTINUED

a toast every five minutes until at least twenty-five had been drunk. I ate very little and drank less, but it was a colorful and enjoyable occasion.

"When I had Stalin and Churchill here for dinner, I think I told you that a young sergeant named List from Philadelphia played the piano, and a boy from the Metropolitan Orchestra played the violin. They are the best we have, and they are very good. Stalin sent to Moscow and brought on his two best pianists and two female violinists. They were excellent. Played Chopin, Liszt, Tschaikowsky and all the rest. I congratulated him and them on their ability. . . . It was a nice dinner. . . ."

I was seated next to Stalin, and I noticed that he drank from a tiny glass that held about a thimbleful. He emptied it frequently and replenished it from a bottle he kept handy. I assumed that it was vodka, which everybody else was being served, and I began to wonder how Stalin could drink so much of that powerful beverage. Finally I asked him, and he looked at me and grinned. Then he leaned over to his interpreter and said, "Tell the President it is French wine, because since my heart attack I can't drink the way I used to."

[At the next meeting trusteeships for Italy's colonies and possibly Korea were discussed. On the following day, at the seventh session of the conference, Stalin asked for modification of the Montreux Convention which allowed Turkey to block the Black Sea Straits if Turkey were at war or if the Turks thought war was imminent. The Russians then brought up another topic for consideration, as related below.]

Molotov then announced that the Russian delegation wished to submit a paper on the question of Syria and Lebanon, and proposed that the situation in these two countries be considered by a four-power conference of representatives of the United States, Great Britain, the U.S.S.R. and France.

Churchill said that the burden of defending Syria and Lebanon had fallen upon the shoulders of the British. The British would not welcome the whole matter being reviewed by a body of this kind. Of course, if the United States wanted to take their place, that would be a different matter.

I replied, "No, thanks."

Churchill brought up the matter of the British elections. He informed Stalin and me that Mr. Attlee and he would have to be in London on the following Thursday for the elections and that they would take Eden with them. They would be back for the evening sitting on July 27. "Or some of us will be back," he added.

Stalin on 'fairy tales'

AT the eighth session of the heads of government, on July 24, we were again dealing with the question of peace treaties and interim arrangements with Italy and the other satellites. The bitterest debate of the conference now developed, the point at issue being that Stalin wanted us to recognize the puppet governments he had installed in the satellite countries overrun by the Russian armies.

Churchill said with regard to Romania, and particularly to Bulgaria, he added, the British knew nothing. Their mission in Bucharest, he asserted, had been penned up with a closeness approaching internment.

Stalin broke in to ask if it were really possible for him to cite such facts that had not been verified.

Churchill said that they knew this by their representatives there. An iron fence, he charged, had come down around them.

Stalin interrupted to exclaim, "All fairy tales." Churchill rejoined that statesmen could call one another's statements fairy tales if they wished. He expressed complete confidence in his representatives in Bucharest and said that the conditions in the British mission there had caused him the greatest distress.

The exchange continued sharp and lengthy, and I suggested that the question again be referred to the foreign ministers.

Next on the agenda was a renewal of the discussion regarding the Black Sea Straits.

Churchill said he understood that it was agreed that freedom in the Black Sea Straits should be approved and guaranteed by

CONTINUED



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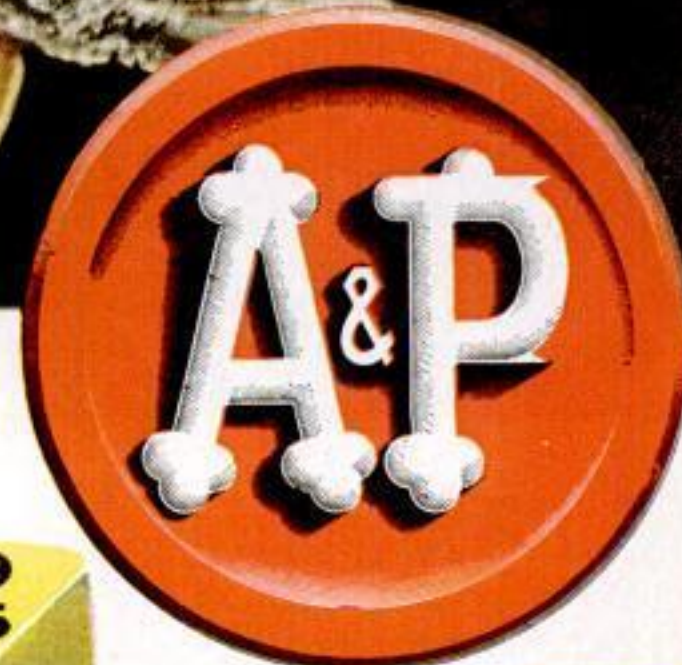
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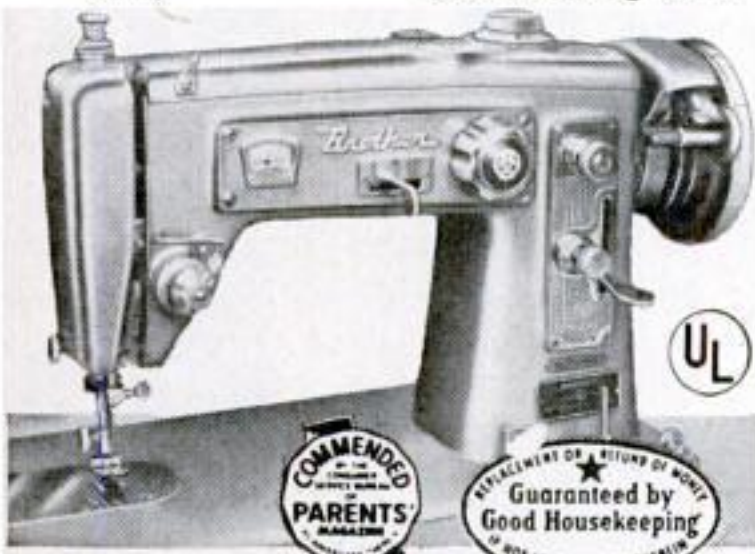
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TRUMAN CONTINUED

the Big Three and other powers. He observed that my proposal to join in an organization to free the waterways of the world was, to his mind, a remarkable and important fact.

Molotov asked whether the Suez Canal was under the same international control as was proposed for the Black Sea Straits.

Churchill observed that this question had not been raised.

Molotov retorted, "I'm raising it." If it was such a good rule, he said, why not apply it to the Suez.

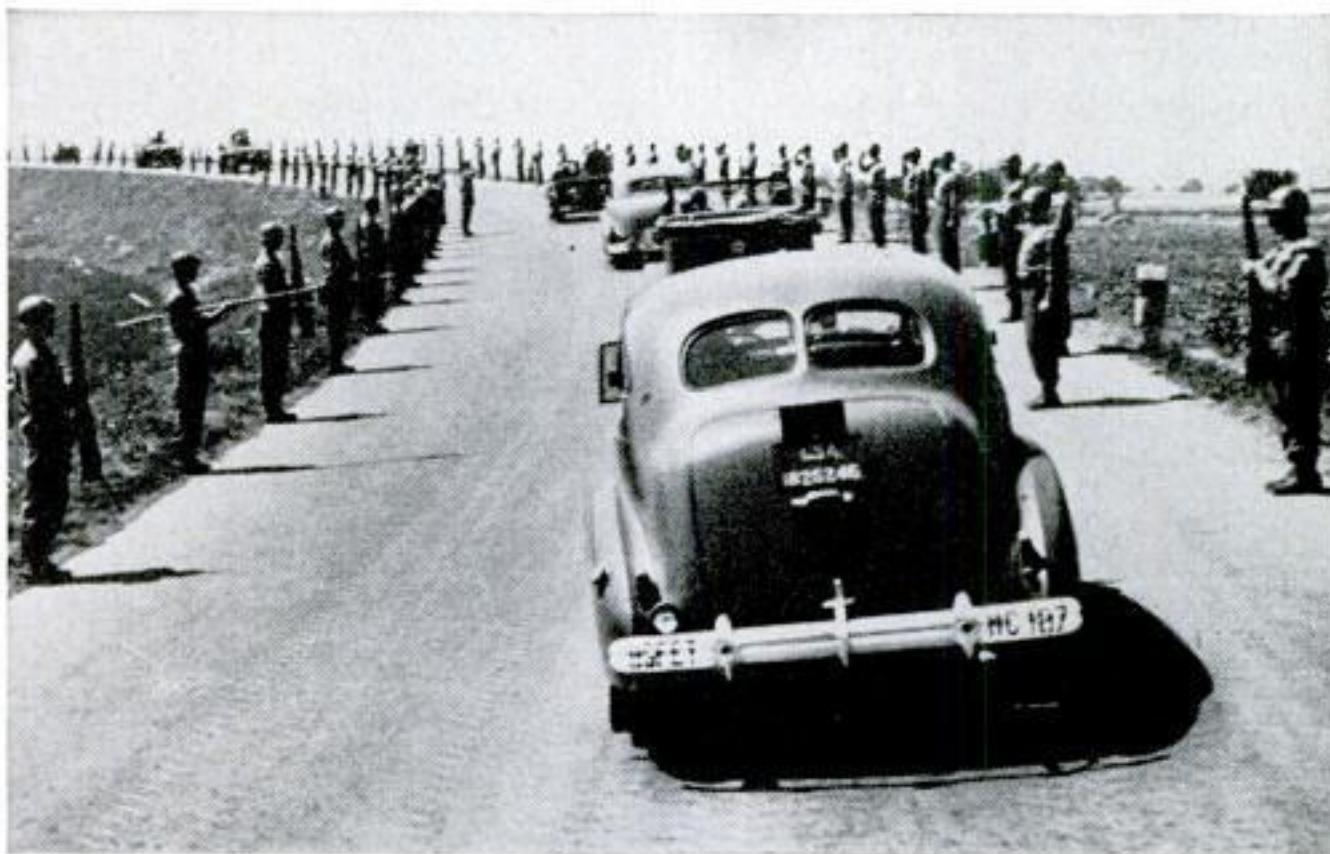
Churchill explained that the British had an arrangement with which they were satisfied and under which they had operated for some 70 years without complaints.

Molotov charged that there had been a lot of complaints. "You should ask Egypt," he said.

Eden intervened to point out that Egypt had signed the treaty with England.

Molotov said that the British had asserted that international control was better.

Molotov did a lot of talking at Potsdam. He would take the bit in his teeth and talk as if he were the Russian State, until



SEVEN MILES OF SOLDIERS were lined up for the President's inspection during his journey through the U.S. zone of Germany.

Stalin would smile and say a few words to him in Russian, and he would change his tune.

I often felt that Molotov kept some facts from Stalin, or that he would not give him all the facts until he had to. It was always harder to get agreement out of Molotov than out of Stalin. Where Stalin could smile and relax at times, Molotov always gave the impression that he was constantly pressing.

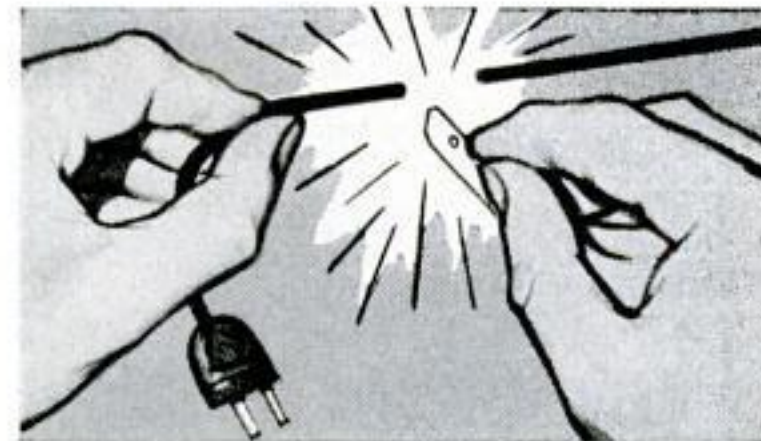
The ninth session got under way with a discussion of the now familiar topic of Poland's western frontier.

At this point, I thought it necessary to tell what my powers, as President, were with respect to the question of the treaty of peace. When we were discussing matters appropriate for inclusion in the peace treaties, I stated, I wanted all to understand that under the Constitution of the United States a treaty could be concluded only with the consent of the United States Senate. I assured them that when I supported a proposal at the conference, I would use my best efforts to support the matter when it came up for consideration in the Senate. This did not preclude, however, my coming back and saying that I considered the political sentiment in the United States was such that I could not press the matter without the danger of injuring our mutual relations. I explained that I was making these remarks not in order to change the basis of any discussion with my colleagues nor to change the basis upon which the discussions with President Roosevelt had been held, but to make clear what my constitutional powers were. I had to consider these matters, I continued, from the standpoint of the people of the United States, and I wished to be able to be in a position to get the best arrangements approved by the Senate.

Stalin inquired if my remarks referred only to the peace treaties or to the whole discussion. I replied that I was referring only to those agreements or treaties that had to go to the Senate for ratification.

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TRUMAN CONTINUED

Stalin said that he understood. Churchill, I know, understood. On July 28 I wrote my mother and sister Mary:

"Dear Mamma & Mary:—Well here another week has gone, and I'm still in the Godforsaken country awaiting the return of a new British Prime Minister. I had hoped we'd be finished by now, but there are some loose ends to clean up, and we must meet again to do it. . . .

"I went to Frankfurt and inspected two American divisions on Thursday, the 3rd Armored and 84th Infantry Divisions.

"Lewis Truman, Ralph's boy, is the Chief of Staff and Asst. Div. Commander of the 84th. He is a nice boy and a good officer. He is a full Colonel now. I saw a lot of Missourians and a lot of good American soldiers. In most of the regiments they had the Missourians all in one place. I saw men from all over the state and talked to them.

"When we were going through the 3rd Armored I made the remark that I'd seen a lot of Missourians but no South Carolinians, kidding Mr. Byrnes, who was in the car behind me. The soldier who was driving the car stood it as long as he could and finally, much to the pained surprise of the General who was riding with me, spoke up and said he was from Mr. Byrnes' hometown, Spartanburg. I stopped the caravan and brought Jim up. . . . The kid lived just around the corner from him.

"That part of Germany where we made the inspection looks much different from Berlin and its surrounding territory. The children and the people looked well fed and seemed in better spirits.

"The big towns like Frankfurt and Darmstadt were destroyed, but the small ones are intact. It is awful to see what the bombs did to the towns, railroads, and bridges. To think that millions of Russians, Poles, English and Americans were slaughtered all for the folly of one crazy egotist by the name of Hitler. I hope it won't happen again.

"There was a lieutenant in one of those Missouri artillery outfits I inspected named Hitler. He was from St. Louis. We had lunch with the 84th Division, finished the inspection and went back to Frankfurt where I pinned some four medals on 3 Englishmen and a Canadian.

"It was the best day I've had here. Hope you are both well. I am hoping to leave here some day soon. Maybe next Tuesday or Wednesday.

"Love to you both.

Harry"

Britain puts in a new team

ON the afternoon of July 28 the heads of the British delegation returned, although Winston Churchill and Anthony Eden were no longer among them. Their party had suffered a decisive defeat in the elections, and as a result the Conservative cabinet had resigned.

The new Prime Minister was Clement Attlee, and with him, as Foreign Minister, came Ernest Bevin. The two, accompanied by Sir Alexander Cadogan, Permanent Under Secretary for Foreign Affairs, called on me at the Little White House shortly after they arrived from London. The main purpose of their visit was to introduce Bevin. Secretary Byrnes and Admiral Leahy were with me. The new Prime Minister had been present at the conference from the beginning, and I had come to know him well. Attlee had a deep understanding of the world's problems, and I knew there would be no interruption in our common efforts.

Bevin appeared to me to be a tough person to deal with, but after I became better acquainted with him, I found that he was a reasonable man with a good mind and a clear head.

As Attlee and Bevin took their chairs at the round table for the tenth meeting of the conference, it was a dramatic demonstration of the stable and peaceful way in which a democracy changes its government.

I then opened the meeting for business.

Attlee interjected to express regret that the "domestic occurrences" in Great Britain had interfered with the work of the conference.

We then went ahead with the business, the first of which involved the drafting of the agreement on the recognition of

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Italy and the Eastern satellites, Bulgaria, Romania and Hungary. The three foreign secretaries found that they could not agree among themselves on just what it was that the heads of government had agreed to. The Russians said it was one thing; the British said it was another; and Jimmy Byrnes could only report that "the United States has unfortunately found that if it agrees with the Soviet delegation, the British delegation does not agree, and if it agrees with the British, then the Soviet disagrees."

The next day, July 29, Molotov came to inform me that Premier Stalin had caught a cold and that his doctors had ordered



him not to leave his residence. For that reason, Molotov said, the Premier would not be able to attend a meeting of the conference today.

Molotov then told me that he wanted to discuss some of the issues that should come up at the next meeting of the conference. I agreed to his request and sent for Secretary Byrnes, Admiral Leahy and Chip Bohlen, my interpreter. Our meeting lasted about an hour.

Molotov said he wished to take up one final matter with us in behalf of Premier Stalin and that was the immediate cause of the Soviet entry into the Japanese war. He said that the Soviet government considered that the best method would be for the United States, England and the other allies in the Far Eastern war to address a formal request to the Soviet government for its entry into the war.

The proposal came as a surprise to me. I told Molotov that I would have to give the Soviet suggestion careful examination. The Russian commissar then left to report our discussion to Marshal Stalin.

I did not like this proposal for one important reason. I saw in it a cynical diplomatic move to make Russia's entry at this time appear to be the decisive factor to bring about victory. At Yalta Russia had agreed, and here at Potsdam she reaffirmed her commitment, to enter the war against Japan three months after V-E Day. I was not willing to let Russia reap the fruits of a long and bitter and gallant effort in which she had no part.

On the following day, July 30, there was again no meeting of the heads of state, because Stalin was still indisposed. I took time to sign papers and to go over messages and mail from Washington—and to write to my mother and sister:

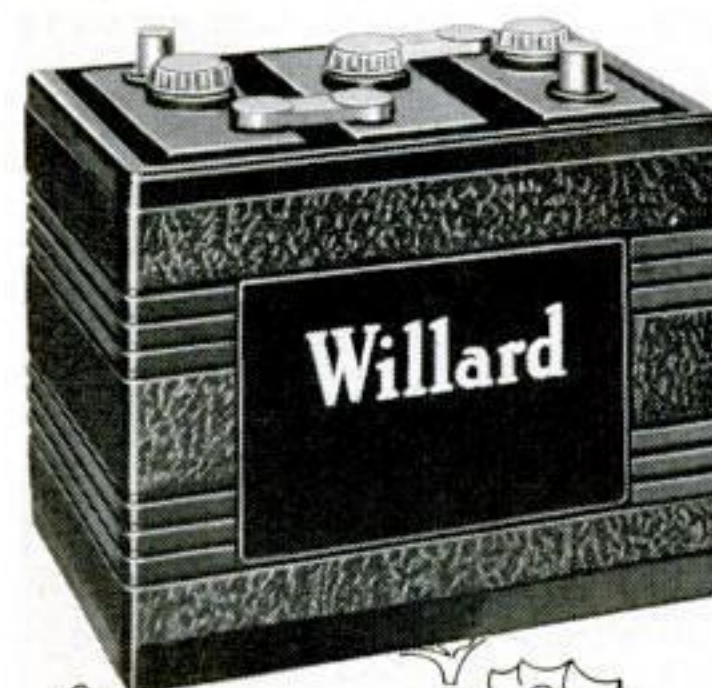
"Dear Mamma & Mary:—The conference has been prolonged by the English elections and by the illness of Stalin. Mr. Stalin has been unable to leave his house for a couple of days. I really think he's not so sick but disappointed over the English elections. I think we'll be able to get along all right though.

"Attlee has been here with Churchill all the time, and he has been Deputy Prime Minister in Churchill's cabinet, so we ought

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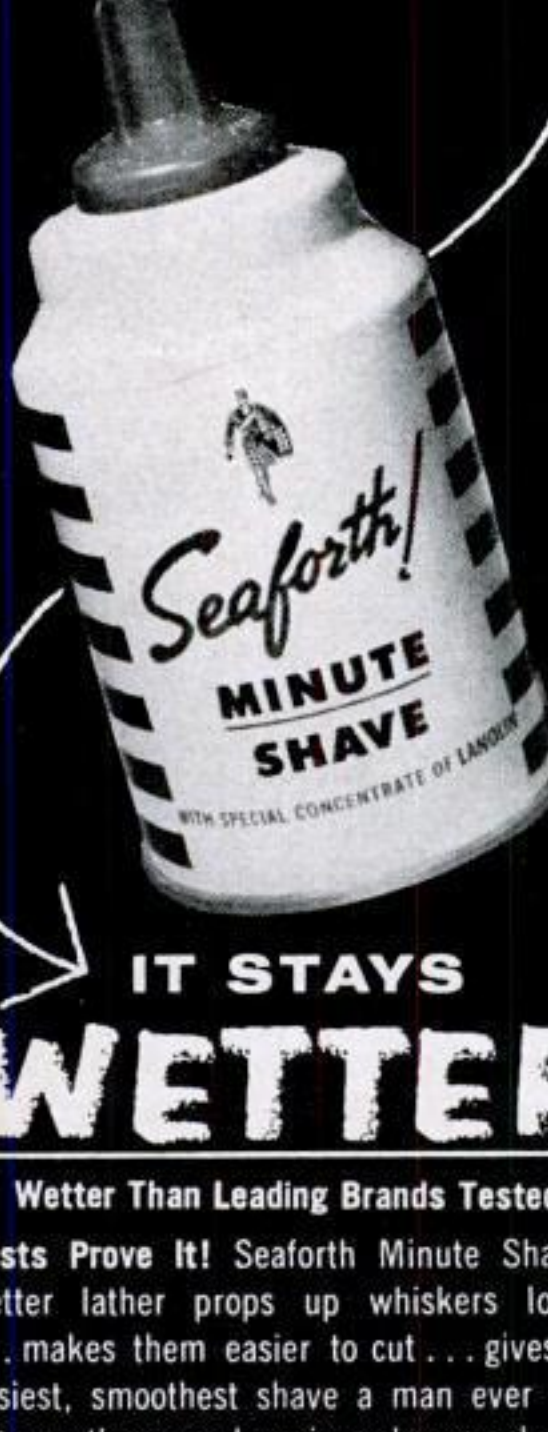
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TRUMAN CONTINUED

to be able to proceed all right. We've had one meeting since the English came back and will have one today. If we can get a couple of major agreements over tomorrow and a few minor ones the next day, we can probably leave here Thursday or Friday, and I ought to be back in Washington by Thursday or Friday, Aug. 9 or 10. Let's hope so anyway. You never saw such pig-headed people as are the Russians. I hope I never have to hold another conference with them—but, of course, I will.

"If we get done Thursday we'll fly to Plymouth in England and leave from there. That will save two days on the ocean because it takes so long to get out of the English Channel when we leave from Antwerp.

POTSDAM BOX SCORE

Editor's note: The Potsdam Conference provided a classic example of Soviet diplomatic technique: they pounded away unceasingly at the objectives they considered vital to their own interests while continually obstructing the discussions by raising peripheral and even totally irrelevant issues on which to "bargain." The result is that a day-by-day account of the proceedings provides a jumble of the important with the trivial and a mass of heated but inconclusive debates. Here is a summary of what was actually achieved on basic matters:

COUNCIL OF FOREIGN MINISTERS: This was established on Truman's recommendation to expedite drafting of peace treaties.

POLAND'S WESTERN BOUNDARY: The British and the Americans failed to alter the Soviets' unilateral action whereby Poland was given a sizable portion of former East German territory.

THE SOVIET SATELLITES: Stalin failed in his demand for immediate recognition of the puppet governments installed in Bulgaria, Hungary and Romania while Truman and the British failed to compel these satellites to hold free and unfettered elections.

GERMAN REPARATIONS: The Soviets obtained, in addition to the equipment they removed from their own zone of occupation, substantial reparations in the form of goods and equipment from the Western zones.

OCCUPATION OF GERMANY: Truman had asked that the Allied Control Council begin functioning at once; it did, but the Soviets' actions in the Council soon made it clear that a unified occupation policy was impossible.

ITALIAN PEACE TREATY: Truman had urged that an Italian peace treaty be expedited so Italy could be admitted to the United Nations. The treaty was concluded in 1947 but the Soviets still block Italy from the United Nations.

"I will have to lunch with the English King aboard a British cruiser, and then he'll have to return the call to my ship, and then we'll sail for home. I'd rather fly just as Harry did. I could be home a week sooner. But they all yell their heads off when I talk of flying.

"I surely hope you are both well. Will keep you informed.

"Love to you both. Harry"

[Truman, Attlee and Stalin attended three more sessions at which additional but limited progress was made. Now Mr. Truman concludes his account of this Big Three meeting.]

The Potsdam Conference was now drawing to a close. Only the final communiqué and protocol remained. I asked that the communiqué mention my proposal for the international control of waterways, but Stalin objected, saying that there was already enough in the protocol. I pointed out, however, that the subject had been considered by the conference and that I wanted it included in the communiqué.

Stalin objected. The question, he contended, had not been mentioned in a list of questions submitted before the conference, and the Russians were not in a position to discuss it. I said that I had not asked that it be disposed of, but that it be referred to the Council of Foreign Ministers. This had been done, and I now asked that this be stated in the communiqué.

Stalin pointed out that there was nothing in the communiqué in regard to the Black Sea Straits. The question of inland



How to be quietly impressive

We have a hunch that almost every host secretly wants to impress his guests. And we know one man who doesn't stand on his head to do it. Offering drinks, he simply says: "I got in a case of very nice bourbon the other day. Care to try it?"

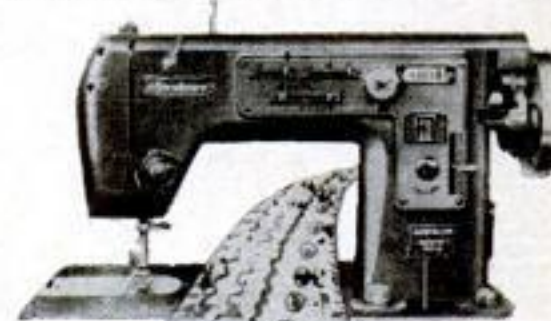
Sounds like lots of money. But it isn't, because buying a case of the most elegant kind of bourbon—Walker's DeLuxe—actually costs no more in the long run than buying a bottle now and then. In fact, it often costs less. And Walker's DeLuxe is pretty impressive in itself—fully seven years old, notable in taste and uncommonly smooth. Since the party season is now underway, why not order a case this week?

STRAIGHT BOURBON WHISKEY
7 YEARS OLD • 90.4 PROOF

HIRAM WALKER & SONS INC., PEORIA, ILL.



STRADIVARO AUTOMATIC ZIG-ZAG



Thousands of stitch variations with the flick of a finger. The newest and finest imported automatic sewing machine. Write for name of nearest dealer.

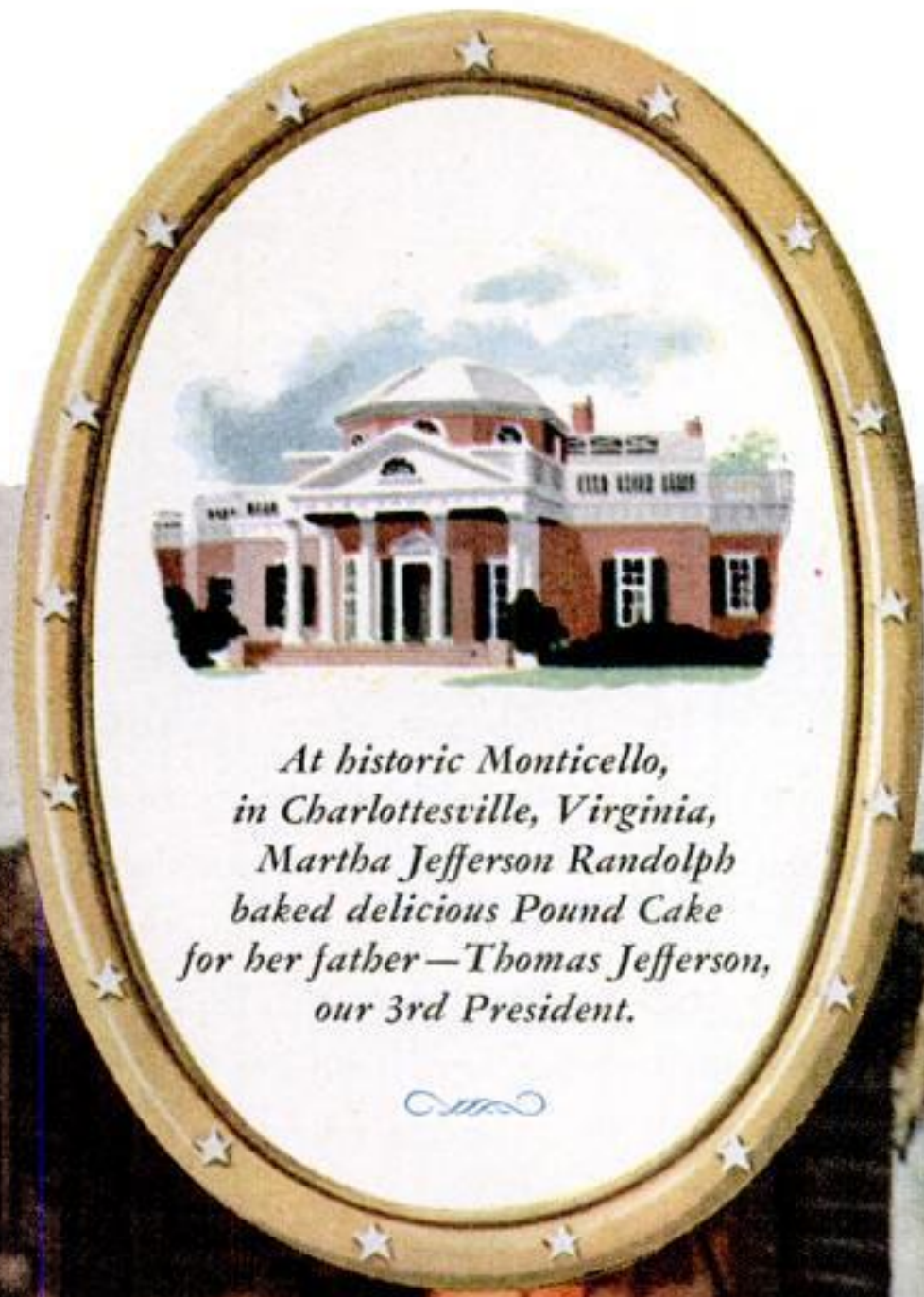
STRADIVARO SEWING MACHINE CORP. OF AMERICA

302 Saratoga Ave. Brooklyn 33, N. Y.



CONTINUED

**The Pound Cake inspired by
Martha Jefferson's favorite recipe
can be yours tonight!**



*At historic Monticello,
in Charlottesville, Virginia,
Martha Jefferson Randolph
baked delicious Pound Cake
for her father—Thomas Jefferson,
our 3rd President.*

©



PHOTOGRAPHED IN THE ORIGINAL KITCHEN OF MONTICELLO.

*Now—*Dromedary Presents the First and Only Pound Cake Mix!

Tonight you can make history at your table with this historic cake—luscious Dromedary Early American Pound Cake. It was inspired by the recipe used by Martha Jefferson Randolph, when she was official hostess for her father at Monticello.

This is Pound Cake as you've never known it. For Dromedary Pound Cake is moist, golden and fine-

textured with a rich burst of flavor in every mouthful. It cuts like butter, even in thin slices—and stays fresh up to two weeks.

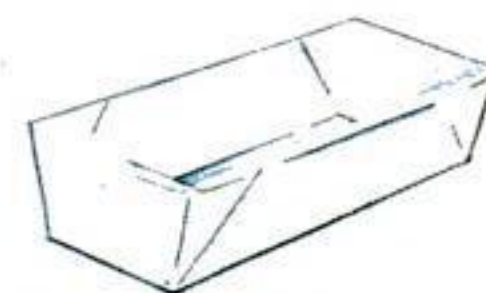
From this basic mix you can make marble, lemon or spice pound cake. There are seven recipes on the package. And inside, a free baking pan, just the size and shape to make your Pound Cake come out per-

fectly! Dromedary Pound Cake Mix comes in Glittering Gold Foil to keep it mixing bowl fresh.

Think of it! With two minutes mixing time and less than an hour's baking you can surprise your family with home-baked Pound Cake—using Dromedary Early American Pound Cake Mix—the first and only Pound Cake Mix.



MIXING TIME:
ONLY 2 MINUTES



Free Baking Pan in Every Box





Miss Sunbeam invites you to

Try these Wife Saver Tips

The greatest boon to homemakers faced with a thousand meals and snacks every year is good enriched bread like Sunbeam.

Here are a few Wife Saver Tips that picture the convenient and nutritious part bread plays at breakfast, lunch or snack time and as a main part of dinner itself.

There is just no better bread than enriched Sunbeam. With its proteins, minerals and vitamins, food authorities say bread is the almost perfect food. Penny for penny no other food gives you so much vital energy and nutrition.

Reach for Sunbeam, fresh at your grocer's today. Baked by your neighborhood Sunbeam baker, one of 97 from coast to coast.



Sunbeam Fan-Tastic. Golden brown and beautiful—Loaf slices are spread with minced ham and fanned out by onion rings—with the mellow goodness of a cheese sauce over all.



Sausage With Apple Wheels. Spicy sautéed sausage lend their succulent juices to firm slices of tart apple still ringed-round with scarlet peel. Serve on buttered toast points.



Apricot French Toast Surprise. Spread two slices of Sunbeam with cream cheese and apricot jam—dip in French toast batter and brown lightly on grill. A sweet treat for TV viewers.



Look for **Sunbeam Bread** *it's the best!*

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waterways was raised in connection with the question of the Black Sea Straits, he observed, and he wanted to know why it should be given preference. In reply, I remarked that the question of the Black Sea Straits would be mentioned. But Stalin insisted that this would make the communiqué and the protocol too long. I stated that I was trying to prevent a situation in which it could be charged that secret agreements had been concluded at the conference. Stalin said that the answer was that there were no secret agreements.

"Are we finished?" he asked.

"I don't think so," I replied.



KING AND PRESIDENT greet each other as Royal Navy guard (left) pipes Truman aboard the *Renown* on way home from Potsdam.

Much time was taken up by changes in wording and minor amendments to the texts of both the protocol and the communiqué. I was getting very impatient, as I had many times before in these sessions, with all the repetition and beating around the bush, but I restrained myself because I saw that we were very slowly making progress in the right direction. I did not see why they could not come right to the point and get it over with instead of doing so much talking.

The draft of the communiqué was finally approved, but now the Soviet delegation raised the question of who should sign first. At the previous two conferences of the Big Three, they pointed out, the Prime Minister or the President had been first to sign the communiqué. According to the procedure of rotation, Stalin said he felt that his signature should come first on the Potsdam document.

"You can sign any time you want to," I said. "I don't care who signs first."

Attlee remarked that he was in favor of alphabetical preference.

"That way," he said jokingly, "I would score over Marshal Zhukov."

I then stated that there was no further business and that the conference was now ready to adjourn. I expressed the hope that our next meeting together might be in Washington.

Someone said, "God willing." It was Stalin.

It was 3 o'clock in the morning when the Potsdam Conference formally adjourned. The delegates from the three nations spent some time in saying goodbyes, and at 4 a.m. I left Cecilienhof.

There were many reasons for my going to Potsdam, but the most urgent, to my mind, was to get from Stalin a personal reaffirmation of Russia's entry into the war against Japan, a matter which our military chiefs were most anxious to clinch. This I was able to get from Stalin in the very first days of the conference. We were at war, and all military arrangements had to be kept secret, and for this reason it was omitted from the official communiqué at the end of the conference. This was the only secret agreement made at Potsdam.

CONTINUED

DANDRUFF

may be the beginning of baldness

We can't prevent baldness, nor do we believe anyone can. But if you have dandruff, any dermatologist will tell you to follow a suitable program of scalp care.

Dandruff commonly arises from a disease of the scalp called *seborrhea*. This may be caused by a tiny parasite called the *Spore of Malassez*. Usually, *seborrhea* progresses through three stages:

1. *Dry white scales* flake off your scalp, drop to your shoulders.
2. *Moist, sticky scales* appear on scalp. In many cases, hairs begin to die before fully grown.
3. "*Choking*" of hair roots with fatty substance produced by glands, plus dead cells and dirt, may occur in hair follicles. Result is increasingly "thin" hair, often *baldness*.

A scalp hygiene program: the Kreml Method

Kreml Hair Tonic now contains a revolutionary new antiseptic ingredient that actually *kills on contact* the *Spores of Malassez* com-

monly believed to cause dandruff.

Tonight, shake Kreml *generously* on to your head. Massage your scalp . . . then apply your favorite shampoo. Work up a thick lather—*without putting any water on your head*. You will find that the lather comes easily if you have used enough Kreml.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it into your hair and scalp—and comb your hair in place.

Money-back offer

Try the Kreml Method faithfully. If not completely satisfied, send Kreml label to J. B. Williams Co., Glastonbury, Conn. Tell us what you paid—we will gladly refund your money.

Get a bottle of Kreml Hair Tonic today. At drug counters everywhere—no Federal excise tax. See how quickly the Kreml Method makes your head *feel* and *look* better!

KREML HAIR TONIC

DOGS EAT IT UP



AND AREN'T THEY SMART! Gro-Pup provides all the food essentials dogs are known to need daily. It's the only dry dog food officially approved by the American Veterinary Medical & Animal Hospital Associations.

GRO-PUP



THE PROTECTIVE DOG FOOD

Made by the Kellogg Company, Battle Creek, Michigan

NEW
Gro-Pup T-Bone
for treats.



new improved air-wick!



**kills odors
so well...
it's like having
3 ordinary
deodorizers
working for you
all at once!***

air-wick has been proven three times as effective as imitations. New-improved air-wick is even more astounding. It's the only deodorizer that contains 125 different compounds as found in nature combined with chlorophyll

**World's
largest
selling
deodorizer**



*Unbiased, scientifically controlled test after test proved air-wick three times as effective.



*will you find your fortune.
with a PRI scintillator*?*

Will you be next in the long line of folks who went uranium prospecting as a lark... and stepped into fortunes? These happy prospectors had no special skill... one was just a housewife... but by using a PRI Geiger Counter or Scintillator, they found their fortunes! It's that easy! There's a PRI instrument to fit any budget... models from \$29.95 to \$1,995. (Shown here is the famed 111B... only \$495.00.) Contact your local PRI dealer... or write direct for FREE Instrument Selection Guide to PRI, Dept. 15, 4223 West Jefferson Blvd., Los Angeles 16, California.



WORLD'S LARGEST MANUFACTURER OF RADIATION INSTRUMENTS

TRUMAN CONTINUED

But the personal meeting with Stalin and the Russians had more significance for me, because it enabled me to see at first hand what we and the West had to face in the future. I had already seen that the Russians were relentless bargainers, forever pressing for every advantage for themselves. It did not seem possible that only a few miles from the war-shattered seat of Nazi power, the head of any government would not bend every effort to attain a real peace. Yet I was not altogether disillusioned to find now that the Russians were not in earnest about peace.

Anxious as we were to have Russia in the war against Japan, the experience at Potsdam now made me determined that I would not allow the Russians any part in the control of Japan. As I reflected on the situation during my trip home, I made up my mind that General MacArthur would be given complete command and control after victory in Japan. We were not going to be disturbed by Russian tactics in the Pacific.

In a physical sense, I found the conference to be exacting. Churchill and Stalin were given to late hours, while I was an early riser. This made my days extra-long, and they were filled, in addition to the formal sessions, with long rounds of preparatory conferences with my advisers, with the study of documents pertaining to the meetings, and with work that was required on many state papers sent on from Washington.

I was glad to be on my way home.

Arrangements had been made for me to fly to England where I would board the *Augusta* in Plymouth harbor. I arrived on board just before noon.

Shortly after noon, I left the *Augusta* with Secretary Byrnes and Admiral Leahy for the H.M.S. *Renown* which was anchored nearby. King George VI was aboard waiting to welcome me to England. The British ship accorded the customary high honors as I arrived, and I was greeted personally by the King, who extended his hand to me and said, "Welcome to my country."

I was impressed with the King as a good man. In the course of my visit with him I found him to be well informed on all that was taking place, and he gave me the impression of a man with great common sense.

After lunching with the King, I returned to the *Augusta* and within a few minutes the British monarch came aboard with his royal party to return my visit. He inspected the Marine Guard and made a brief tour of inspection of personnel on the weather decks forward. We then retired to my quarters where we had a very pleasant visit for about 30 minutes. While we were talking, the King had asked me to autograph White House cards for the Queen and his daughters, and he, in turn, signed a card for my daughter Margaret. The King and his party then left and the U.S.S. *Augusta* immediately got under way.

On the second day out, I had the following message sent to Washington:

"3 August 1945

"Please have telegraph office send following telegram to Mrs. Truman:

" 'I left Plymouth yesterday afternoon and am now well out on the Atlantic enjoying good weather and smooth seas. Will advise you tomorrow of our date of arrival. Harry' "

NEXT WEEK: 'EVERY CRISIS SEEMS TO BE THE WORST'

- The A-bomb: "The final decision . . . was up to me"
- Drawing the line with labor: "You are not going to tie up the country"
- Wayne Morse accuses Truman of a "ham act"
- "A Secretary of State should never have the illusion that he is President"
- More Cabinet changes: "Well I had to fire Henry"

"It's so easy to use!"

LEWYT

with

'finger-tip' cleaning!

NOW, FOR THE FIRST TIME, BOTH CLEANER AND NOZZLE ROLL ON WHEELS! No more arm-ache from pushing and pulling! No more lifting and carrying! A "finger-tip" touch rolls the nozzle over rugs and floors! A "finger-tip" touch rolls the cleaner room-to-room!

EVERYTHING IS ON WHEELS!

THE NOZZLE
ROLLS ON WHEELS!

THE CLEANER ROLLS ON WHEELS!

ONLY LEWYT MAKES EVERY CLEANING JOB "FINGER-TIP" EASY!



'finger-tip' POWER DIAL! A touch dials correct suction for wool rugs, cotton rugs, bare floors or drapes!



'finger-tip' TOOL SELECTION! Tools roll along with you in Lewyt's built-in tool rack! No chasing back and forth!



'finger-tip' COMBINATION RUG 'N FLOOR NOZZLE! You can clean both rugs and floors without changing tools! Rolls on wheels, doesn't tire your arm! Genuine Fuller Brush adjusts for all heights of rug pile!

LEWYT

*the cleaner rolls — **EVERYTHING ROLLS!***

LEWYT CORPORATION, 84 BROADWAY, BROOKLYN 11, N. Y.

You're working too hard if you don't have the amazing new 1956 Lewyt!

Not only do the cleaner and nozzle roll on wheels for "finger-tip" cleaning—but the new Lewyt puts many more conveniences at your finger-tips!

Its new combination 2-in-1 nozzle lets you clean both rugs and floors without changing tools. All tools roll with you in Lewyt's built-in tool rack.

You get the most powerful Lewyt ever built, exclusive new vinyl hose that won't clog, tubes that lock, plus many more deluxe features—and, of course, no dust bag to empty.



ENDORSED by National Institute of Rug Cleaning, Inc. . . . official association of professional rug cleaners, owners and operators of professional rug cleaning plants who recommend that you vacuum your rugs daily and have them professionally cleaned at least once a year by a professional rug cleaner.

Available at leading stores in CANADA ©LEWYT CORP., 1955





GIFT-WRAPPED FIAT was a present from the Fiat Co., owned by family of Princess Ira's mother.

Prince Weds His Princess

GALA MARRIAGE TOPS STORYBOOK ROMANCE

All the elements of medieval romance were present for the wedding—the tapestried palaces, the tiaraed ladies, the gifts of costly silver and priceless jewels. There was a princess, young and beautiful, and a prince, handsome and dashing. And, true to medieval tradition, there had been a vision. Flying to Mexico last summer, Prince Alfonso Hohenlohe-Langenburg's plane crashed. Struggling through the flames, he seemed to see a lovely face before him. Immediately he cabled to Venice, to Princess Ira Fürstenberg, age 14. The cable read, "Will you marry me?" Ira answered, "Yes."

The 31-year-old prince, who represents European car makers in Mexico, had met the princess, whose relatives own the Fiat motor company, shortly before the crash and the two had fallen in love. Their marriage in Venice three weeks ago became the wedding of the year.

In the days before the ceremony there was a cocktail party aboard a yacht, a buffet for 450 in a fabulous *palazzo* (right) and a huge reception at the bride's family villa. And on the day of the wedding all Venice turned out along the Grand Canal to see Princess Ira come by in her red-carpeted gondola (see cover).



TIARA-TOPPED ARISTOCRATS, Pimpinella Gamazo, Consuelo Crespi, inspect make-up at party.



LOVELY LADIES, beneath 17th Century French tapestry which depicts Indians hunting and fishing,

gather during a lavish party held in the Palazzo Labia by Mexican millionaire Don Carlos de Beistegui.



FATHER OF THE BRIDE, Prince Fürstenberg, and groom call gondola to take groom to wedding.

WEDDING CONTINUED



BRIDEGROOM'S PARENTS, Prince and Princess Hohenlohe-Langenburg, arrive for the wedding.



VENETIANS CROWD THE CANAL AS PRINCESS IRA



KNEELING COUPLE in Church of San Sebastiano hear papal blessing read by officiating priest.

SOLEMN PAGES, bride's brothers Edward and Sebastian, and her cousin Roderigo, await wedding.



IS CARRIED TO HER WEDDING IN GONDOLA, ACCOMPANIED BY YOUNG BROTHERS AND FLOWER GIRLS



IMMERSED IN HIS WORK, princess's French hairdresser tumbled into the canal in excitement.



ADDING MAKE-UP after wedding, hairdresser reappears in dry suit. Lace gown is by Jacques Griffe.

LEAVING CHURCH, COUPLE SMILES AS SEBASTIAN LOOKS HOPEFULLY FOR FISH. GONDOLA TOOK THEM TO BRANDOLIN PALACE FOR A WEDDING BREAKFAST





DOCILE DUSTY'S BIRD BONNET

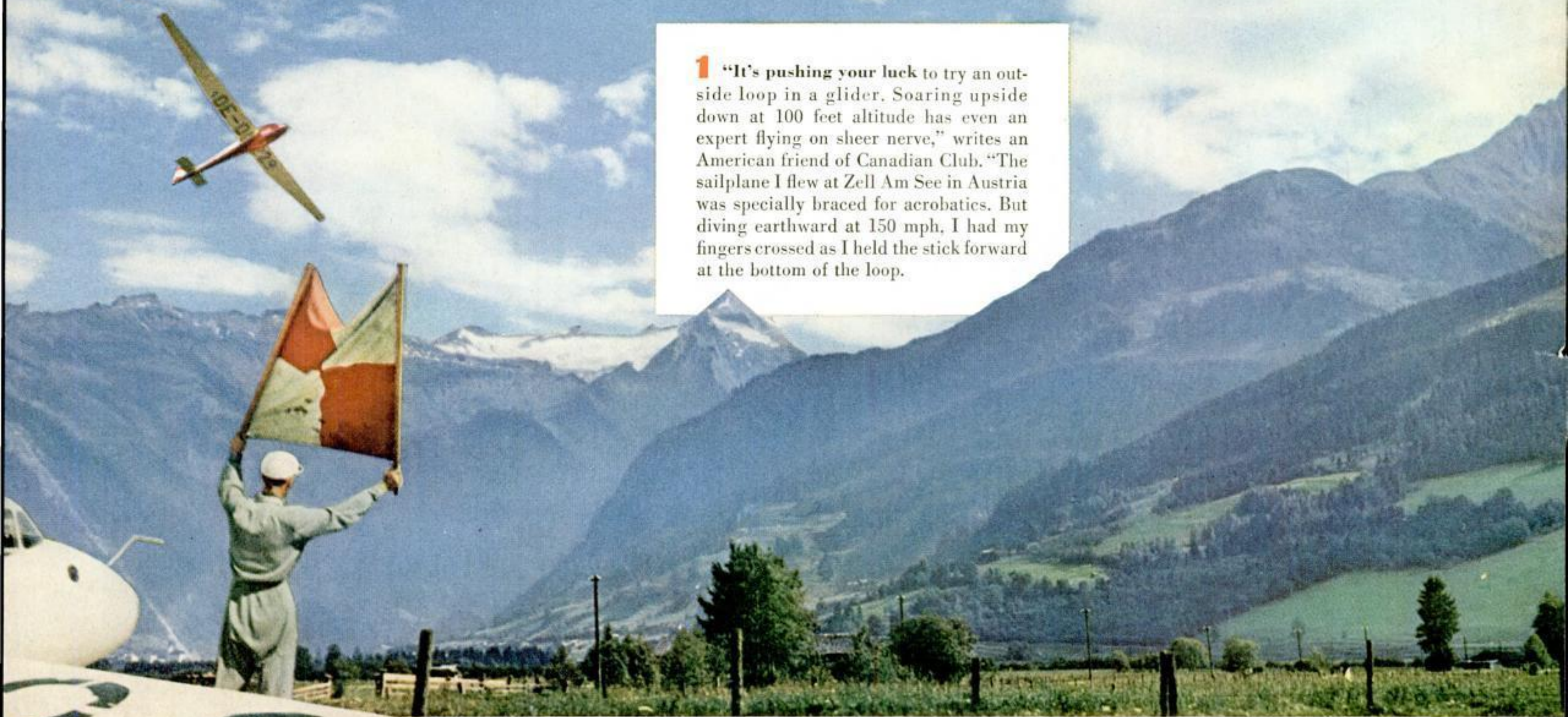
Mrs. Hillard Hanson of Salem, Ore. likes all kinds of creatures and so does her dog Dusty. So when Mrs. Hanson's daughter brought home three baby robins, Mrs. Hanson became a foster mother and Dusty became fascinated by their bird-brain antics. When the birds started to fly, they learned

that Dusty's shaggy head was a convenient landing place. Finally there came times when all three were perched on Dusty's head at once. Now the robins have flown their Collie, and all but one—which made the mistake of landing on a less civilized dog than Dusty—have headed south.

Glider somersault

over Austria's Alps

1 "It's pushing your luck to try an outside loop in a glider. Soaring upside down at 100 feet altitude has even an expert flying on sheer nerve," writes an American friend of Canadian Club. "The sailplane I flew at Zell Am See in Austria was specially braced for acrobatics. But diving earthward at 150 mph, I had my fingers crossed as I held the stick forward at the bottom of the loop."



2 "Terra firma never felt better than when I set the big sailplane down on the field. 'You had me worried,' said Walter Kolleger, chief of the gliding school, as he lifted my canopy. And he showed me why he'd been so nervous at my stunt-flying..."

3 "A cracked-up glider bore witness to the risks of powerless flight. As I showed the ground crew how easily a crash can occur, I realized it was a miracle the pilot had survived the wreck. If you lose momentum and your glider 'stalls,' you can drop like a stone. At low altitudes you have no chance to recover speed."

5 "Glider pilots are an international fraternity. Wherever bird-men ride on slope winds and thermal currents, I find a universal appreciation of Canadian Club."

Why this whisky's worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon.

Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long... in cocktails before dinner and tall ones afterward. There is *one and only one* Canadian Club, and *no other* whisky tastes quite like it in all the world.

4 "'Smooth sailing,' was the toast Herr Kolleger gave me when we called it a day. Appropriate words for soaring—and an appropriate drink, too. Canadian Club, no less!"

IN 87 LANDS... THE BEST IN THE HOUSE

6 YEARS OLD

"Canadian Club"

90.4 PROOF

IMPORTED WHISKY • MADE BY HIRAM WALKER

IMPORTED IN BOTTLE FROM CANADA, BY HIRAM WALKER IMPORTERS INC., DETROIT, MICH. BLENDED CANADIAN WHISKY.



IT'S A PSYCHOLOGICAL FACT: **PLEASURE HELPS YOUR DISPOSITION**



How's your disposition today?

EVER FEEL LIKE SQUAWKING? That's only human when little annoyances peck at you. But remember this psychological fact: pleasure helps your disposition.

Everyday pleasures, like smoking for instance, are important. So if you're a smoker, you're wise to choose the cigarette that gives the *most* pleasure. And that's Camel!

For more pure
pleasure — have a
Camel

"They've got what it takes!"
Claire L. Chennault

Major General (Ret.) USAF



R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



GENERAL CHENNAULT says: "Camels have traveled with me for over 40 years. To me, no other cigarette tastes so good yet smokes so smooth and mild as Camel!" General Chennault agrees with millions of smokers — there's *more pure pleasure* in Camels. And pleasure, remember, helps your disposition. So have a Camel — America's first-choice cigarette!

No other cigarette is so rich-tasting, yet so mild!